

46th National Convention / September 18-24 / Dallas, Texas



The American Legion



The Bird that rules the bourbon roost

This is Mr. Big among all bourbons. Here's class & character and a very, very smooth taste. Daniel Webster & Andrew Jackson wouldn't settle for less. Nor do millions of today's Americans who've made Old Crow the No.1 bourbon. Next round—make it better, make it smoother, make it with the Bird.

OLD CROW

The greatest name in bourbon



DISTILLED AND BOTTLED BY THE FAMOUS OLD CROW DISTILLERY CO., FRANKFORT, KY.



FOR **G**OD AND **C**OUNTRY

WE ASSOCIATE OURSELVES TOGETHER FOR
THE FOLLOWING PURPOSES

To uphold and defend the Constitution of the United States of America; to maintain law and order; to foster and perpetuate a one hundred percent Americanism; to preserve the memories and incidents of our associations in the Great Wars, to inculcate a sense of individual obligation to the community, state and nation; to combat the autocracy of both the classes and the masses; to make right the master of might; to promote peace and good will on earth; to safeguard and transmit to posterity the principles of justice, freedom and democracy; to consecrate and sanctify our comradeship by our devotion to mutual helpfulness.

46th NATIONAL CONVENTION
SEPTEMBER 18-24, 1964 • DALLAS, TEXAS



AMERICAN LEGION
AUXILIARY
44th
National Convention



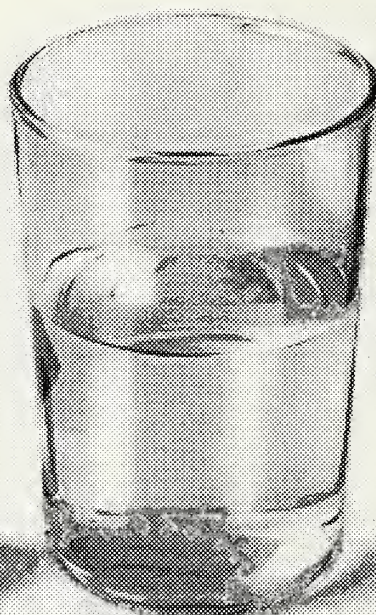
LA BOUTIQUE
DES HUIT CHAPEAUX
ET QUARANTE FEMMES
43rd
Marche Nationale



mix



ice



water



**nothing
can drown
the flavor.**

This isn't a claim. It's a fact. We distill Four Roses a special, more expensive way that keeps its character alive in your drinks. They don't go flat. Or wash out. Prove it in the next one you mix. The pleasure is all yours.

The American Legion Convention Program

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In Memoriam

JOHN FITZGERALD KENNEDY
THIRTY-FIFTH PRESIDENT OF THE
UNITED STATES

May 29, 1917—November 22, 1963



The American Legion assembles once more in National Convention, and as we do so it would appear that we can perform no more important function here than to reaffirm our faith in American democracy, and reaffirm our intent to give responsible and effective service to that cause as long as there is an American Legion.

Because of the programs, principles, policies and objectives of The American Legion, we, perhaps better than any other volunteer group in the country, are vitally aware of pressing problems both foreign and domestic which confront the nation today. Here we must concern ourselves with the formulation of recommendations aimed at the alleviation of those problems.

If we would succeed, we ourselves must exercise the privileges, and faithfully discharge the responsibilities of citizenship, as individuals and as an organization. As we approach the important business of this 46th Annual National Convention of The American Legion, let us do so with the firm resolve that our actions here will strengthen The American Legion.

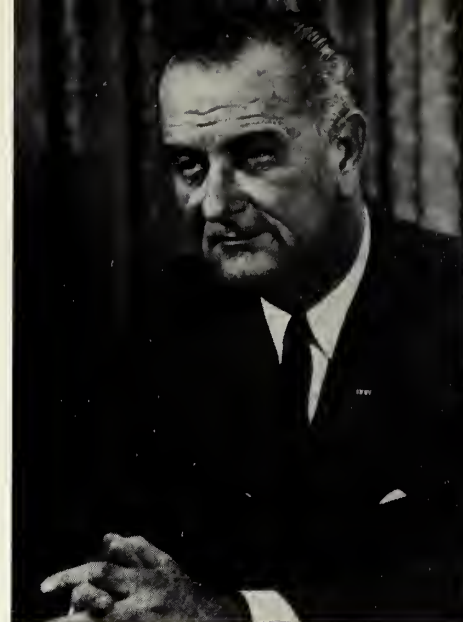
I am confident that we can, and will, adopt a course of action that we and all patriotic Americans can follow in good conscience. Whatever course we adopt may be met with some opposition, for it is the nature of a free society for every man to hold his own beliefs and to exercise the freedom to express those beliefs.

As long as we are convinced in our own minds that that which we do here is just and proper . . . as long as the proposals emanating from this Convention are based on solid fact . . . as long as we think and speak and act responsibly on behalf of the highest ideals of service to God and country and to our fellow man, we can follow the banner of The American Legion proudly as we have done for 45 years.

America needs a strong and forceful American Legion just as the free world needs a strong and forceful America. Let us lend our continued best efforts to the end that both of these needs shall be filled.

Daniel F. Foley
Daniel F. Foley
National Commander

THE HONORABLE LYNDON BAINES JOHNSON
President of The United States



THE WHITE HOUSE
WASHINGTON

May 15, 1964

Dear Commander Foley:

On the occasion of your 46th Annual Convention it is a privilege to extend greetings and best wishes to my fellow Legionnaires.

The Nation owes a great debt of gratitude to the American Legion. Your motto "For God and Country" symbolizes the ideals, integrity and faith which have made this country great. You have defended our Nation in times of peace as in times of war. You have worked tirelessly for freedom and justice among men.

We live today in a complex and changing world. The days ahead will require new sacrifices for all men of good will--as we battle to overcome poverty, malnutrition, injustice and disease. We work patiently and understandably for world peace, realizing that only through peace can we achieve a better life for all.

In this struggle for freedom and dignity of the individual, we need the steadfast cooperation of every person. The men and women of the American Legion set a fine example for the Nation.

May I wish you continued success in your efforts to further the high ideals of our Nation's heritage.

Sincerely,

A handwritten signature in dark ink, which appears to be "Lyndon B. Johnson". The signature is fluid and cursive, with the first name "Lyndon" being more prominent.

Mr. Daniel F. Foley
National Commander
The American Legion
Indianapolis, Indiana



THE HONORABLE JOHN CONNALLY
Governor of Texas



JOHN CONNALLY
GOVERNOR OF TEXAS

TO AMERICAN LEGIONNAIRES:

On behalf of the people of Texas, it is a privilege to welcome all of you to our State for the 46th Annual American Legion National Convention.

The people of Dallas have done all within their power to plan what we hope will be the best convention in the long and distinguished history of the Legion. This is a memorable occasion for us, and we are confident that it will be equally memorable for all attending.

To those of you from other States, I extend a special invitation to visit other parts of Texas while you are here. I am sure you will enjoy a full measure of Texas hospitality wherever you travel.

With best wishes,

Sincerely,


John Connally



THE HONORABLE ERIK JONSSON
Mayor of the City of Dallas

CITY OF DALLAS
TEXAS

ERIK JONSSON
MAYOR

The Members of the American Legion
in Convention at Dallas, Texas

Dear Legionnaires:

On behalf of the individual citizens and the institutions of Dallas, it is my privilege to express our welcome to you as individuals and to your organization on the occasion of its annual Convention in our City. We believe you will find Dallas to be a friendly place, and its citizens anxious to make you welcome and to be helpful to you.

It is a privilege to have you meet in our City, and we trust that the 1964 Convention of the American Legion will be rewarding, successful, and enjoyable.

With all best wishes.

Sincerely,

Erik Jonsson



JOHN E. MCKELVEY
Department Commander



THE AMERICAN LEGION
DEPARTMENT OF TEXAS

DRAWER L, CAPITOL STATION
AUSTIN, TEXAS 78711

JOHN E. MCKELVEY
DEPARTMENT COMMANDER

My Fellow Legionnaires, Members of the Auxiliary, and all
Visitors to the American Legion National Convention:

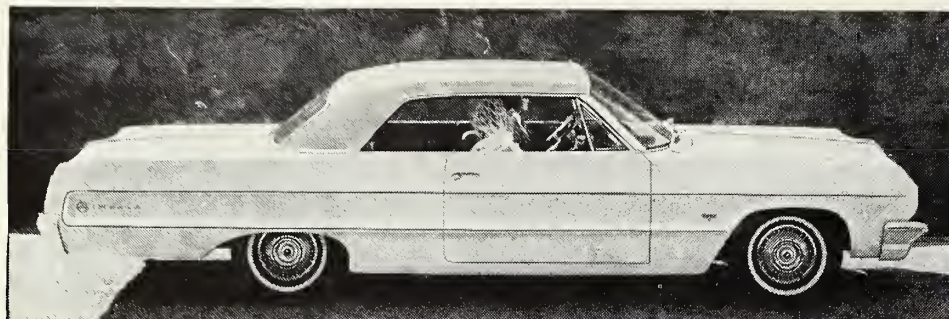
Hospitality in Texas has been one of our historical traditions. In the early days of our state, when settlements were few and the miles between camping places were many, there developed the custom of greeting and making welcome all visitors from afar. As travelers approached a campfire or abode and made their presence known, the universal greeting to them was, "Git down and come in, supper's on the table".

And so it will be in this Year of our Lord, 1964. We are proud and signally honored that we can serve as your host for this National Convention. We trust that your stay will be a pleasant one, and we of the Department of Texas, shall do all within our abilities to make it such. Don't hesitate to ask us if there is anything more we can do to make you comfortable.

So to all of you, Welcome to the Lone Star State. We hope and trust that though we will be meeting many of you as acquaintances, that you will leave as our friends. And when you arrive, "Just git down and come in, supper's on the table".

John E. McKelvey
Department Commander

Count on Chevrolet to build the one you want!

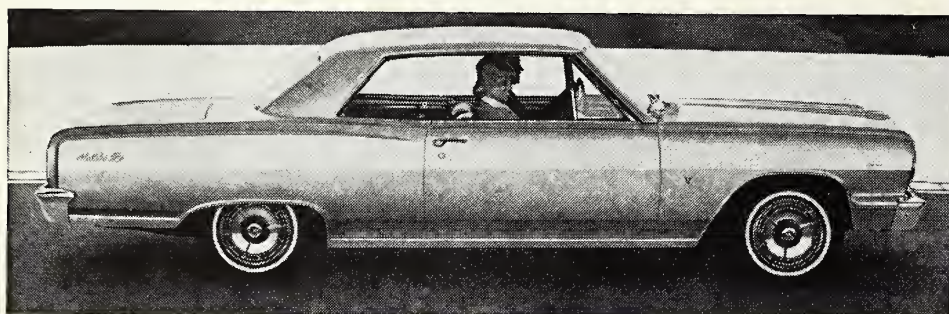


IMPALA SPORT COUPE

JET-SMOOTH CHEVROLET

Never so much luxury before!

In a class all its own in all but price, the Chevrolet rivals just about anything on the road today in styling, comfort and performance. 16 power teams, 7 different engines, 15 models in four series including exciting Impala Super Sports, luxurious Impalas, handsome Bel Airs and low-cost Biscaynes. Each with Jet-smooth ride, Body by Fisher and easy-maintenance features.



CHEVELLE MALIBU SUPER SPORT COUPE

ALL-NEW CHEVELLE!

This year's smartest surprise!

There's more to Chevelle than you can readily see. A good foot shorter than the big cars—yet the interior is surprisingly spacious. So is the 27-cu.-ft. trunk. Chevelle's 11 models come in three series: Malibu Super Sport, Malibu and Chevelle 300. A choice of Sport Coupes, Sedans, Convertibles and Wagons. Engine line-up includes a standard Six or V8, and at extra cost, high-performance power teams.

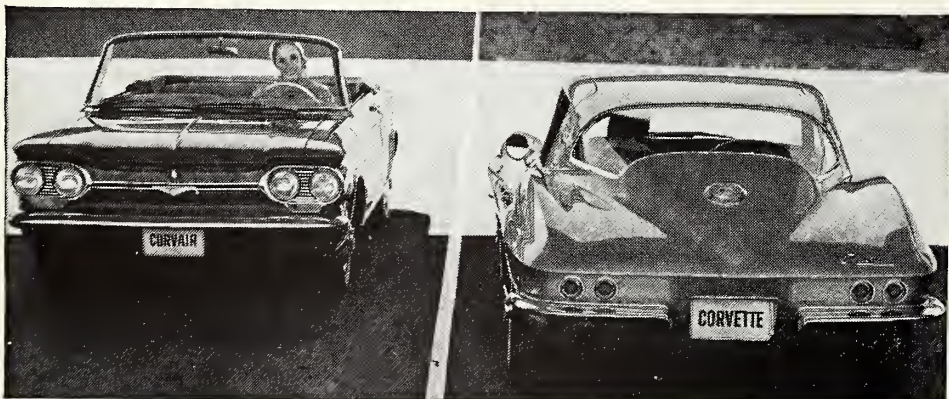


CHEVY II NOVA SUPER SPORT COUPE

CHEVY II

All-out thrift with V8 power!

Here's sparkling performance with traditional Chevy II economy. There's a standard 120-hp Six or thrifty four-cylinder engine. Or choose at extra cost the optional 195-hp V8 or new 155-hp Six. Models include smart Nova Sport Coupe and Super Sport Coupe. All with Body by Fisher, easy-care features. Chevy II gives you beauty on a budget and the only car with a choice of 4, 6 or 8 cylinders.



CORVAIR MONZA CONVERTIBLE

CORVAIR

CORVETTE STING RAY SPORT COUPE

CORVETTE

Even easier to get around in!

Corvair's standard engine has nearly 19% more horsepower. The extra-cost high-performance job is 110 hp. And Monza Spyder is a Turbocharged 150 horses. Engine in the rear makes Corvair as easy to handle as it looks.

Corvette never felt better!

Improved handling and a smoother, quieter ride make the Corvette Sting Ray all the more desirable. With extra-cost V8's up to 375 hp. . . . Chevrolet Division of General Motors, Detroit, Michigan.



Distinguished Guests



George Abalan
Duluth, Minnesota

Lucian Adams
Congressional Medal of Honor Holder
San Antonio, Texas

Stanley Adams
President
American Society of Composers
Authors and Publishers

The Honorable Miguel Aleman
Former President of Mexico

1964 American Legion
Baseball Player of the Year

Carl T. Anderson
Deputy Commissioner
Tennessee Department of
Employment Security

Mrs. Roy T. Anderson
Austin, Minnesota

L. J. Andolsek
Commissioner
U. S. Civil Service Commission

Joseph H. Bailey
Miami, Florida

Charles Baron
Las Vegas, Nevada

Mr. and Mrs. Arthur Barrett
St. Louis Park, Minnesota

Joseph L. Bart, Jr.
Public Relations Director
Southern Pacific Lines

Jeffrey C. Bauer
President, 1964 Boys Nation
Boulder, Colorado

Edward H. Bechtold, Jr.
Chief, Veterans Service Staff
U. S. Civil Service Commission

The Honorable Lindley Beckworth
House of Representatives
Texas

James T. Beers
Manager, Convention Bureau
The Coca-Cola Company

Frederick C. Belen
Assistant Postmaster General
Bureau of Operations
U. S. Post Office Department

J. Raymond Bell
Columbia Pictures
New York, New York

Joseph A. Bernard
National Secretary-Treasurer
The Society of
American Legion Founders

The Honorable John A. Blatnik
House of Representatives
Minnesota

Hugh W. Bradley
Director, Bureau of Veterans
Reemployment Rights
U. S. Department of Labor

Adolph Bremer
Winona, Minnesota

Lawrence J. Bresnahan
Regional Director
New England Department of Health,
Education and Welfare

C. F. Brickfield
Chief Benefits Director
Veterans Administration

John L. Briggs
Dallas, Texas

John C. Brogan
R. H. Gore Company
Chicago, Illinois

The Honorable Edmund G. (Pat) Brown
Governor of California

Brig. Gen. I. G. Brown
Assistant Chief
National Guard Bureau, Air

S. Perry Brown
Past National Commander
The American Legion
Austin, Texas

Philip N. Brownstein
Commissioner
Federal Housing Administration

Maj. Gen. Henry W. Buse, Jr., USMC
Deputy Chief of Staff
Plans and Programs

Leonard G. Carlson
Marshall, Minnesota

Maj. Gen. George Carver, USA
Commanding General
IV U.S. Army Corps

Maj. Gen. Hugh J. Casey, USA, Ret.
Schenley Industries, Inc.

James E. Chambers, Jr.
The Dallas Times Herald

Digby W. Chandler
President
Annin & Company

Victor Christgau
Executive Director
Social Security Administration

The Honorable Frank G. Clement
Governor of Tennessee

The Honorable John Connally
Governor of Texas

George H. Cornelius, Jr.
Indianapolis, Indiana

Mr. and Mrs. B. M. Count
St. Louis Park, Minnesota

William A. Creech
Chief Counsel and Staff Director
Subcommittee on Constitutional Rights
U. S. Senate Committee on the Judiciary

Distinguished Guests

Robert B. Cullum
President, Dallas Chamber of Commerce

Frank W. Davis
President, General Dynamics Corporation
Fort Worth Division

Joseph M. Dealey
The Dallas Morning News

Dr. James L. Dennis
Dean and Director
University of Oklahoma Medical Center

John M. Dervan
Director, Loan Guaranty Service
Veterans Administration

William M. DeVitalis
Morristown, New Jersey

The Honorable John Dowdy
House of Representatives
Texas

William J. Driver
Deputy Administrator
Veterans Administration

Henry H. Dudley
Past National Adjutant
The American Legion
Tucson, Arizona

William G. Dwyer
National Commander
Disabled American Veterans

Herbert D. Eagle
Vice President
Occidental Life Insurance Company
of California

Miss Lois V. Edinger
President
National Education Association

Dr. Evan Evans
Executive Director
National Aerospace Education Council

Herbert Evenson
Vice President
Joseph E. Seagram & Sons, Inc.

R. C. Fable, Jr.
The General Counsel
Veterans Administration

James W. Fauquier
Director of Sales
Washington Hilton Hotel

A. H. Fechner, M. D.
Area Medical Director
Veterans Administration

Irving Ferman
Vice President
International Latex Corporation

Don Fletcher
Law Enforcement Liaison Unit
Smith, Kline & French Laboratories

Eugene P. Foley
Administrator
Small Business Administration

Earl A. Forsythe
Chairman, Dallas County Chapter
American Red Cross

The Honorable Donald M. Fraser
House of Representatives
Minnesota

Richard F. Frohlich
Director of Public Relations
American Society of Composers, Authors
and Publishers

Charles B. Fuller
Secretary-General
Commonwealth War Graves Commission
Ottawa, Ontario, Canada

Maj. Gen. Charles K. Gailey, USA, Ret.
Chairman, Committee for Veteran
and Government Organizations
Boy Scouts of America

Brig. Gen. Robert E. Galer
Congressional Medal of Honor Holder
Dallas, Texas

Col. Alex P. Gates, USAF, Ret.
Special Representative
Pan American World Airways

John S. Gleason, Jr.
Administrator of Veterans Affairs
Veterans Administration

The Honorable Barry Goldwater
United States Senate
Arizona

Edward J. Gorman
Manager, Administrative Services
Veterans Administration

Lewis K. Gough
Past National Commander
The American Legion
Pasadena, California

Mr. and Mrs. Carl Granning
St. Paul, Minnesota

Mr. and Mrs. John V. Green
White Bear Lake, Minnesota

Edmund M. Gulewicz
National Commander
AMVETS

Judge Levi M. Hall
Chairman, National Executive Committee
The Society of
American Legion Founders

C. Oscar Hammond
Immediate
Past Department Commander
The American Legion of Michigan

Curtis P. Harris
Oklahoma City, Oklahoma

R. M. Hederman, Jr.
Mississippi Publishers Corporation
Jackson, Mississippi

T. M. Hederman, Jr.
Mississippi Publishers Corporation
Jackson, Mississippi

Lt. Gen. Lewis B. Hershey
Director, Selective Service System

Fred Z. Hetzel
Director, U. S. Employment Service
District of Columbia

Purser Hewitt
Executive Editor, The Clarion-Ledger
Jackson, Mississippi

George A. Hoffman
Comptroller, American Society of
Composers, Authors and Publishers

Distinguished Guests

Lawrence E. Hoffman
President
1963 National Convention Corporation
The American Legion

Edwin M. Hood
President
Shipbuilders Council of America

Frank R. Hood
Director, Information Service
Veterans Administration

The Rev. Father John J. Howard
National Chaplain, The American
Legion, Phoebus, Virginia

The Honorable Howard E. Hughes
Governor of Iowa

The Honorable Hubert H. Humphrey
United States Senate
Minnesota

Rear Admiral Ralph K. James, Ret.
Executive Director
Committee of American Steamship Lines

Mrs. Luther D. Johnson
National President
American Legion Auxiliary

Charles M. Johnston
Counsel
Sub-Committee on Veterans Affairs
Senate Committee on Labor
and Public Welfare

The Honorable Erik Jonsson
Mayor of Dallas

John T. Kain
Minneapolis, Minnesota

The Honorable Joseph E. Karth
House of Representatives
Minnesota

The Honorable A. M. Keith
Lt. Governor of Minnesota

Mr. and Mrs. Nick Kenitz
Wabasha, Minnesota

Thomas D. Kimbro
Assistant Chief
Veterans Employment Service
U. S. Department of Labor

Stafford King
State Auditor of Minnesota

Arthur J. Klippen, M.D.
Comptroller
Veterans Administration

G. R. Lang
Winnipeg, Manitoba, Canada

John A. Lang, Jr.
Deputy for Reserve & ROTC Affairs

The Honorable Odin Langen
House of Representatives
Minnesota

Marvin E. Larson
President
American Public Welfare Association

Maj. Gen. E. B. LeBailly, USAF
Director of Information
Office of the Secretary of the Air Force

Eugene V. Lindquist
Clarissa, Minnesota

James M. Logan
Congressional Medal of Honor Holder
Kilgore, Texas

Mr. and Mrs. Howard E. Lohman
Moorhead, Minnesota

John C. Lundberg
Dominion President
Army, Navy & Air Force Veterans
in Canada

Mr. and Mrs. Carl L. Lundgren
Minneapolis, Minnesota

The Honorable Clark MacGregor
House of Representatives
Minnesota

Rear Admiral William P. Mack, USN
Chief of Information
Department of the Navy

Edward R. Maher
Dallas, Texas

David B. Marth
1964 Oratorical Contest Winner
Wausau, Wisconsin

Charles W. Mayo, M.D.
Mayo Clinic
Rochester, Minnesota

William P. McCahill
Executive Secretary
President's Committee on
Employment of the Handicapped

The Honorable Eugene J. McCarthy
United States Senate
Minnesota

General John P. McConnell
Vice Chief of Staff
United States Air Force

Mr. and Mrs. John A. McDonald
Wabash, Minnesota

Edward F. McGinnis
Washington, D. C.

Raymond J. McHugh
General Manager
Copley News Service

John E. McKelvey
Immediate Past
Department Commander
The American Legion of Texas

Joseph H. McNinch, M.D.
Chief Medical Director
Veterans Administration

Walter McPherson
Information Liaison Officer
Public Services Division
Department of State

Oliver E. Meadows
Administrative Assistant
House Veterans Affairs Committee

Donald M. Miller
Worthington, Minnesota

Marshall C. Miller
Chief, Veterans Employment Service
U. S. Department of Labor

Distinguished Guests

William R. Mitchell
Tracy, Minnesota

Robert L. Mittman
Washington, D. C.

Mr. and Mrs. Frank C. Momsen
St. Paul, Minnesota

The Honorable Walter F. Mondale
Attorney General of Minnesota

Stanley F. Musial
Chairman of the President's Physical
Fitness Program

National Commander
Jewish War Veterans of the USA

National Commander
Veterans of World War I
of the USA, Inc.

The Honorable Ancher Nelsen
House of Representatives
Minnesota

J. P. Nevins
Ottawa, Ontario, Canada

Maj. Gen. Joe Nickell
The Adjutant General of Kansas

The Honorable Alec G. Olson
House of Representatives
Minnesota

Franklin L. Orth
Executive Vice President
National Rifle Association of America

Col. Alvin M. Owsley
President, American Legion
National Convention Corporation
of Texas

William C. Parker
Regional Director
Office of Civil Defense

The Honorable Wright Patman
House of Representatives
Texas

The Honorable Endicott Peabody
Governor of Massachusetts

The Honorable J. J. (Jake) Pickle
House of Representatives
Texas

The Honorable Joe R. Pool
House of Representatives
Texas

L. T. Potter
Chairman
National Committee on Relationships
with Business and Industry
Boy Scouts of America

The Honorable Graham Purcell
House of Representatives
Texas

The Honorable Albert H. Quie
House of Representatives
Minnesota

Edgar H. Reeder
President, Reserve Officers Association

James F. Reilly
U. S. Brewers Association

Captain Edward V. Rickenbacker
Honorary National President
Society of American Legion Founders

The Honorable Ray Roberts
House of Representatives
Texas

The Honorable Karl F. Rolvaag
Governor of Minnesota

James S. Rule
Coordinator of Public Affairs
American Society of Composers,
Authors and Publishers

Robert K. Salyers
Assistant to the Under Secretary
U. S. Department of Labor

Granville Scanland
Oklahoma City, Oklahoma

Ronald Schulze
Sons of The American Legion
Representative
Dayton, Ohio

General Frank R. Schwengel
Past National President
Society of American Legion Founders

Tom Sexton
Dallas, Texas

William Sexton
Dallas, Texas

J. Gordon Shanklin
Dallas, Texas

The Honorable George H. Shirk
Mayor of Oklahoma City

Burck Smith
American Airlines, Inc.
Los Angeles, California

Gerald L. Snider
District Sales Manager
Royal McBee Corporation
Washington, D. C.

Frank J. Specht
Schenley Industries, Inc.

James W. Stancil
Chairman, Board of Veterans Appeals
Veterans Administration

A. L. Starshak
Chairman, National
Distinguished Guests Committee
The American Legion

Dr. Waldo Stephens
Oklahoma City, Oklahoma

Judge W. L. Sterrett
Dallas, Texas

James Sulerud
Eagle Scout
Halstad, Minnesota

Kent J. Tagge
Seagram Distillers Company

The Honorable Olin E. Teague
House of Representatives
Texas

Raymond E. Tow
Ministry Representative
The British Ministry of
Pensions and National Insurance
Ottawa, Ontario, Canada

The Honorable John G. Tower
United States Senate
Texas

Walter Trohan
Chief, Washington Bureau
Chicago Tribune

Distinguished Guests

The Honorable Harry S. Truman
Independence, Missouri

Maj. Gen. G. V. Underwood, Jr., USA
Chief of Information
Department of the Army

J. Addington Wagner
Past National Commander
The American Legion
Battle Creek, Michigan

Richard F. Walsh
Vice President
American Federation of Labor and
Congress of Industrial Organizations

Vice Admiral Alfred G. Ward, USN
Office, Deputy Chief of Naval Operations

Jimmy Ward
Editor, Jackson Daily News
Jackson, Mississippi

Benjamin Weiner
Special Assistant to the Deputy Under
Secretary of State for Administration

Philip C. Weinseimer, Jr.
Vice President, Consumer Division
North American Philips Company

Frank Whatton
Vice President
Fawcett-Dearing Printing Company

Dr. W. T. White
Superintendent of Schools
Dallas, Texas

Brig. Gen. Lawrence H. Whiting
USA (Ret.)
National President Emeritus
The Society of
American Legion Founders

Alfred J. Wickens
Qualicum Beach, B. C., Canada

John J. Wicker, Jr.
National President
The Society of
American Legion Founders

Theodore C. Wiehe
President, Schenley Industries, Inc.

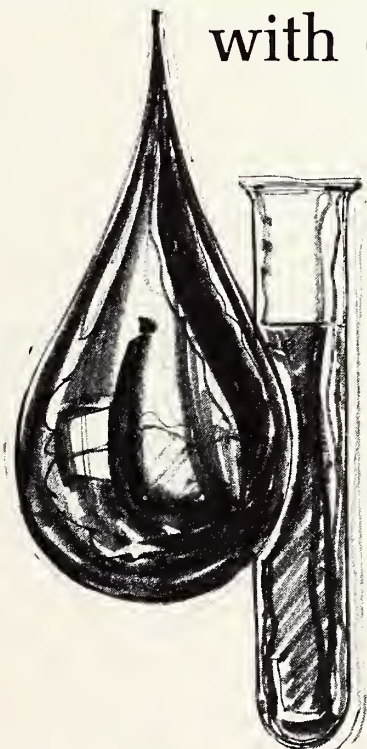
Marion Williamson
Director, Employment Security Agency
Georgia Department of Labor

Lee L. Wilson
President
Fawcett-Dearing Printing Company
Maj. Gen. Winston P. Wilson
Chief, National Guard Bureau

The Honorable James C. Wright, Jr.
House of Representatives
Texas

The Honorable Ralph W. Yarborough
United States Senate
Texas

Humble works wonders with oil



HUMBLE Oil & Refining Company
America's Leading ENERGY COMPANY

Reunions and Dinners

**NATIONAL COMMANDER'S DINNER
FOR
DISTINGUISHED GUESTS**
Tuesday, September 22—7:30 p. m.
**GRAND BALLROOM
SHERATON-DALLAS HOTEL**

**AMERICAN LEGION PRESS
ASSOCIATION (ALPA)**
Baker Hotel
Saturday, September 19—1:30 p.m.—Seminar
Sunday, September 20—9:00 a.m.—Seminar
2:00 p.m.—Annual
Meeting
7:00 p.m.—Banquet

CHAPLAINS' BREAKFAST
Sheraton-Dallas Hotel
Monday, September 21—7:30 a.m.

HISTORIANS' BREAKFAST
Adolphus Hotel
French Room
Sunday, September 20—8:30 a.m.

FRES
Sunday Evening, September 20
Cocktail Party
5:00-6:00 p.m.
London Room
Sheraton-Dallas Hotel

**AMERICAN LEGION AUXILIARY
STATES DINNER**
Wednesday, September 23—8:00 p.m.
Grand Ballroom
Statler-Hilton Hotel

**EIGHT AND FORTY
MARCHE NATIONALE BANQUET**
Grand Ballroom
Statler-Hilton Hotel
Saturday, September 26—7:30 p.m.

TWENTY & FOUR
Adolphus Hotel
September 18-20—Registration and Bivouac
Saturday, September 19—7:00 p.m.—Banquet

**SOCIETY OF
AMERICAN LEGION FOUNDERS**
Adolphus Hotel
Saturday, September 19—2:00 p.m.
Business Meeting, Danish Room
6:00 p.m.
Reception, Roof Garden
7:00 p.m.
Dinner, Roof Garden

WORLD WAR NURSES
Monday, September 21—7:30 a.m.
Breakfast, English Room, Baker Hotel

ANAVICUS MEETING
Annual Meeting—Sunday, September 20
Sheraton-Dallas Hotel, North Ballroom
Cocktails—11:30 a.m. to 12:30 p.m.
Luncheon—12:30 p.m. to 2:00 p.m.



EVER SEE A REVERSIBLE CAR KEY?

Probably not—up till now. But you'll find all 1965 Ford, Mercury and Thunderbird cars are equipped with keys that are always right side up. Small thing? Yes. But it's a big thing to us to eliminate even a minor inconvenience for you.

This attention to detail is one more reason why Ford-built means better built. Of course, there are many,

many new things to look for in 1965. And the closer you look the more you will be convinced that there have never been such changes—big and small—as those you'll find in 1965 Ford Motor Company cars.

Make a note to visit your Ford or Lincoln-Mercury dealer and see all the improvements we have made to increase your motoring satisfaction.

FORD-BUILT MEANS BETTER BUILT



MOTOR COMPANY

MUSTANG • FALCON • FAIRLANE • FORD • THUNDERBIRD
COMET • MERCURY • LINCOLN CONTINENTAL

Ride Walt Disney's Magic Skyway at the Ford Motor Company Wonder Rotunda, New York World's Fair

Meetings of Standing Commissions and Committees

Americanism Commission: Executive Section.

September 18 and 19, 9:30 a.m., Stephen F. Austin Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **Daniel J. O'Connor**, Jackson Heights, New York.

Americanism Sub-Committees

September 18, 19, 20 and 21, 9:30 a.m., O'Henry Room, 3rd Floor, Sheraton-Dallas Hotel.

Child Welfare Commission: Executive Section.

September 18 and 19, 9:30 a.m., Wm. B. Travis Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **David V. Addy**, Detroit, Michigan.

Constitution and By-Laws Committee

September 18 and 19, 9:30 a.m., Pioneer Room, 3rd Floor, Sheraton-Dallas Hotel.

Chairman: **Halsey W. Stickel**, Newark, N. J.

Contests Supervisory Committee

September 16 and 17, 10:00 a.m., Parlor "D," 6th Floor, Adolphus Hotel. September 18, 9:00 a.m., French Room, Lobby Floor, Adolphus Hotel. September 21, 10:00 a.m., French Room, Lobby Floor, Adolphus Hotel. September 22, 10:00 a.m., Parlor "A," 6th Floor, Adolphus Hotel.

Chairman: **Harold J. Dillon**, Ely, Minnesota.

Convention Commission

September 18-24 inclusive, 9:30 a.m., Trinity Room, 3rd Floor, Sheraton-Dallas Hotel.

Chairman: **James V. Demarest**, New York, N. Y.

Distinguished Guests Committee: Executive Section.

September 18-24 inclusive, 9:30 a.m., Distinguished Guest Suite, Sheraton-Dallas Hotel.

Chairman: **A. L. Starshak**, Chicago, Ill.

Economic Commission: Executive Section.

September 18 and 19, 9:30 a.m., Parlor "A," 6th Floor, Adolphus Hotel.

Chairman: **John J. Flynn**, Vallejo, Cal.

Emblem Committee: Executive Section.

September 17 and 18, 9:30 a.m., Tallyho Room, Mezzanine Floor, Baker Hotel.

Chairman: **Julius Levy**, Washington, D. C.

Finance Commission

September 18-24 inclusive, 9:30 a. m., National Adjutant's Suite, Sheraton-Dallas Hotel.

Chairman: **Harold P. Redden**, Longmeadow, Mass.

Foreign Relations Commission: Executive Section.

September 18 and 19, 9:30 a.m., London Room, 3rd Floor, Sheraton-Dallas Hotel.

Chairman: **Thomas E. Whalen**, St. Thomas, N. D.

Internal Affairs Commission: Executive Section.

September 18 and 19, 9:30 a.m., Sam Houston Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **Herbert J. Jacobi**, Washington, D. C.

Legislative Commission: Executive Section.

September 18 and 19, 9:30 a.m., Alamo Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **Clarence C. Horton**, Gulf Shores, Ala.

Life Insurance and Trust Committee:

Executive Section.

September 18 and 19, 9:30 a.m., Prairie Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **Levi M. Hall**, Minneapolis, Minn.

Membership and Post Activities Committee:

Executive Section.

September 18 and 19, 9:30 a.m., Vaquero Room, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **Eugene W. Hiatt**, Topeka, Kan.

National Security Commission:

Executive Section.

September 18 and 19, 9:30 a.m., Roof Garden, 15th Floor, Adolphus Hotel.

Chairman: **William C. Doyle**, Vineland, N. J.

Publications Commission

September 18 and 19, 9:30 a.m., Pecos Room, 3rd Floor, Sheraton-Dallas Hotel.

Chairman: **Dr. Charles R. Logan**, Keokuk, Iowa.

Public Relations Commission: Executive

Section.

September 18 and 19, 9:30 a.m., South Ballroom, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **C. D. DeLoach**, Alexandria, Va.

Rehabilitation Screening Committee

September 17, 18 and 19, 9:30 a.m., Room No. 5, Mezzanine Floor, Baker Hotel.

Rehabilitation Commission: Executive

Section.

September 18 and 19, 9:30 a.m., Texas Room, Mezzanine Floor, Baker Hotel.

Chairman: **Robert M. McCurdy**, Pasadena, Calif.

Resolutions Assignment Committee:

Executive Section.

September 18, 19 and 20, 9:30 a.m., National Headquarters Office, South Exhibit Hall, Dallas Memorial Auditorium.

Chairman: **Charles W. Griffith**, Manning, S. C.

Sons of The American Legion—Workshop:

September 20, 4:00 p.m., Vaquero Room, Lobby Floor, Sheraton-Dallas Hotel.

National Executive Committee Meeting

September 20, 2:00 p.m., Ballroom Foyer, Lobby Floor, Sheraton-Dallas Hotel.

Chairman: **National Commander Daniel F. Foley**, Wabasha, Minn.

Meetings Of Convention Committees

The following Convention Committees will be composed of one delegate from each Department. Initial meetings of the Conven-

(Meetings of Convention Committees will normally be closed to all except Committee members.)

Americanism

September 20 and 21, 10:00 a.m., Stephen F. Austin Room, Lobby Floor, Sheraton-Dallas Hotel.

tion Committees will be at the times and places as shown below. Subsequent meetings will be at the call of the chairmen.

Child Welfare

September 20 and 21, 10:00 a.m., Wm. B. Travis Room, Lobby Floor, Sheraton-Dallas Hotel.

Constitutional Amendments

September 20 and 21, 10:00 a.m., Pioneer Room, 3rd Floor, Sheraton-Dallas Hotel.

(Continued on next page)

Credentials and Internal Affairs

(Credentials and Other Internal Matters): September 20 and 21, 10:00 a.m., Sam Houston Room, Lobby Floor, Sheraton-Dallas Hotel.

(Membership): September 20 and 21, 10:00 a.m., Vaquero Room, Lobby Floor, Sheraton-Dallas Hotel.

Economic

(Employment and Veterans Preference): September 20 and 21, 10:00 a.m., Parlor "A," 6th Floor, Adolphus Hotel.

Economic

(Other Economic Matters): September 20 and 21, 10:00 a.m., Parlor "G," 6th Floor, Adolphus Hotel.

Finance

September 20 and 21, 10:00 a.m., Brazos Room, 3rd Floor, Sheraton-Dallas Hotel.

Foreign Relations

September 20 and 21, 10:00 a.m., London Room, 3rd Floor, Sheraton-Dallas Hotel.

Legislation and Rules

September 20 and 21, 10:00 a.m., Alamo Room, Lobby Floor, Sheraton-Dallas Hotel.

Rehabilitation

(Claims and Rating): September 20 and 21, 10:00 a.m., Texas Room, Mezzanine Floor, Baker Hotel.

(Hospitals and Medical Services): September 20 and 21, 10:00 a.m., English Room, Mezzanine Floor, Baker Hotel.

National Security

(Military): September 20 and 21, 10:00 a.m., Roof Garden, 15th Floor, Adolphus Hotel.

(Naval): September 20 and 21, 10:00 a.m., Danish Room, 15th Floor, Adolphus Hotel.

(Aeronautics and Space): September 20 and 21, 10:00 a.m., Civic Room No. 1, 9th Floor, Adolphus Hotel.

(Merchant Marine): September 20 and 21, 10:00 a.m., Civic Room No. 2, 9th Floor, Adolphus Hotel.

(Civil Defense): September 20 and 21, 10:00 a.m., Civic Room No. 3, 9th Floor, Adolphus Hotel.

The American Legion wishes to express its thanks and
appreciation to the United States Brewers Association
for its sponsorship of The American
Legion Convention Beer Party-U.S.A., and
for its continuous contributions through
the years to the success of
American Legion National Conventions

Official Program

FORTY-SIXTH ANNUAL NATIONAL CONVENTION OF THE AMERICAN LEGION

DALLAS, TEXAS
SEPTEMBER 21-24, 1964
DALLAS MEMORIAL AUDITORIUM



JOINT OPENING SESSION, THE AMERICAN LEGION AND AMERICAN LEGION AUXILIARY



A business session of the 45th National Convention at Miami Beach, Fla.

TUESDAY, SEPTEMBER 22, 1964

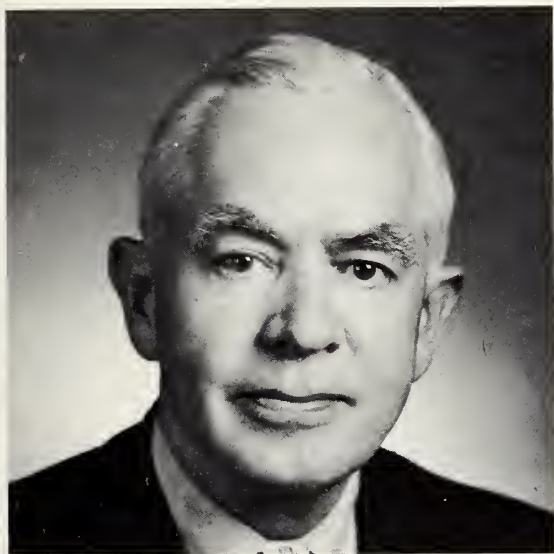
- 8:30 a.m.—CONCERT:** National Championship Band, Harwood Post No. 5, Joliet, Illinois
- 9:00 a.m.—CALL TO ORDER:** **Daniel F. Foley** (Minnesota) National Commander
- ADVANCEMENT OF COLORS:** National Championship Color Guard, Commonwealth Edison Post No. 118, Chicago, Illinois
- STAR-SPANGLED BANNER:** National Championship Chorus, Sioux Falls Post No. 15, Sioux Falls, South Dakota
- INVOCATION:** **Rev. John J. Howard** (Virginia) National Chaplain
- CALL FOR CONVENTION:** **Emil A. Blackmore** (Wyoming) National Adjutant
- 9:30 a.m.—ADDRESSES OF WELCOME:**
- Honorable John Connally**, Governor of Texas
- Honorable Erik Jonsson**, Mayor of the City of Dallas
- John E. McKelvey**, Past Department Commander, The American Legion, Department of Texas
- Honorable Alvin M. Owsley**, President, American Legion, National Convention Corporation of Texas
- 10:00 a.m.—RESPONSE TO ADDRESSES OF WELCOME:** **Lewis K. Gough** (California) Past National Commander
- 10:15 a.m.—NATIONAL CONVENTION MEMORIAL PROGRAM**
- Invocation
- Selection: "There Is No Death"
- National Championship Chorus
- Memorial Address: **Rev. John J. Howard** (Virginia) National Chaplain
- Lighting of Convention Peace Candle
- Benediction
- Taps
- 10:45 a.m.—Report of National Commander Daniel F. Foley**
- 11:00 a.m.—GREETINGS:**
- Mrs. Luther D. Johnson** (Nebraska) National President, American Legion Auxiliary
- Honorable Ralph W. Yarborough**, United States Senator (Texas)
- Honorable John G. Tower** United States Senator (Texas)
- Honorable John S. Gleason, Jr.**, Administrator of Veterans Affairs
- Miss Lois V. Edinger**, President National Education Association
- Mr. L. T. Potter**, Boy Scouts of America
- Earl A. Forsythe**, Chairman, Dallas County Chapter, American Red Cross
- Introduction of Distinguished Guests
- 11:30 a.m.—Presentation of Representatives of American Legion Youth Programs**
- Oratorical Contest Winner—**David B. Marth** (Wisconsin)
- Eagle Scout—**James Sulerud**, (Minn.)
- President, Boys Nation—**Jeffrey C. Bauer** (Colo.)
- Representative, Sons of The American Legion—**Ronald Schulze** (Ohio)
- The American Legion Baseball Player of the Year—**Roland Glen Fingers** (Calif.)

12:00 noon—Presentation of the Medallion to the City of Miami Beach, the city in which the 1963 National Convention was held

By: **S. Perry Brown** (Texas)
Past National Commander

To: **Lawrence E. Hoffman**,
President, The American Legion 1963 National Convention Corp.

12:15 p.m.—Presentation: The American Legion Distinguished Service Medal



Dr. Charles William Mayo, distinguished surgeon and educator, is the recipient of The American Legion Distinguished Service Medal for 1964. He is now emeritus head of a section of general surgery in the Mayo Clinic and emeritus professor of surgery in the Mayo Foundation. Both great institutions were founded by the recipient's late father and uncle in Rochester, Minnesota. That community and the nation this year observes the Mayo Centennial Year.

By: National Commander
Daniel F. Foley

To: **Dr. Charles W. Mayo**

12:45 p.m.—Presentation: The American Legion Fourth Estate Award
By: National Commander
Daniel F. Foley

To: **Mr. R. M. Hederman, Jr.**,
Mississippi Publishers Corporation

Mr. Walter Trohan, Chief,
Washington Bureau, Chicago
Tribune

1:00 p.m.—Address:

Report of Convention Committees

1:30 p.m.—Credentials and Internal Affairs
Legislation and Rules

2:00 p.m.—Salute to Colors
Recess

7:30 p.m.—National Commander Foley's
Dinner to Distinguished
Guests

Place: Grand Ballroom, Sheraton-Dallas Hotel

Speaker: **Honorable Stan Musial**, Chairman of the President's Physical Fitness Program

(Note: Times of subsequent sessions and times of Convention Committee Reports are subject to change by the Chair.)

WEDNESDAY, SEPTEMBER 23, 1964

9:00 a.m.—CALL TO ORDER: **Daniel F. Foley** (Minnesota) National Commander

Salute to Colors

Invocation: **Rev. John J. Howard** (Virginia) National Chaplain

Report of Convention Committees

9:15 a.m.—Credentials and Internal Affairs
Credentials and other Internal Matters
Membership

9:30 a.m.—Legislation and Rules

9:45 a.m.—Presentation:

By: **John C. Lundberg**, Dominion President Army, Navy & Air Force Veterans in Canada

To: National Commander
Daniel F. Foley

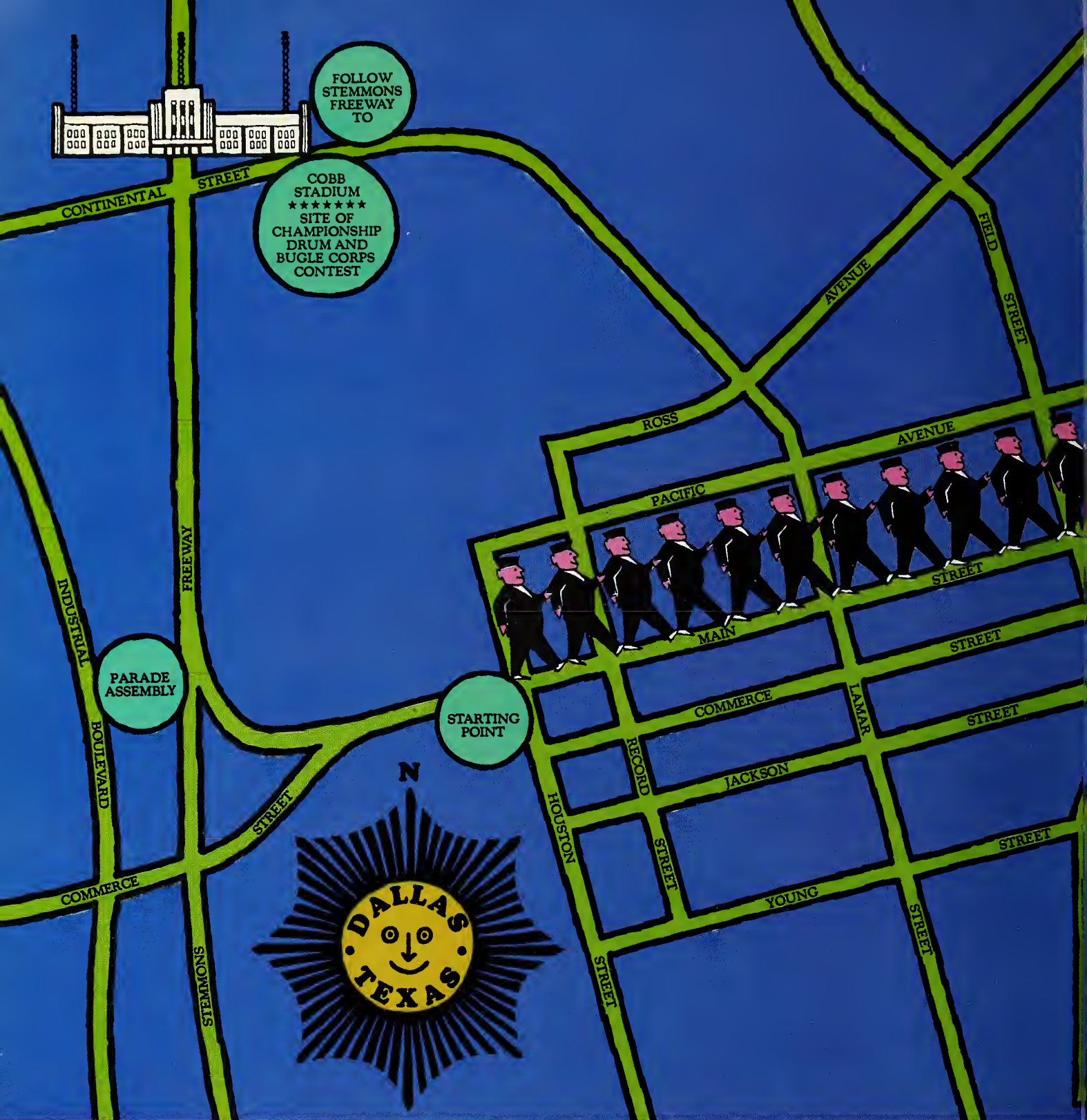
Report of Convention Committees

10:00 a.m.—Constitutional Amendments

10:15 a.m.—Finance

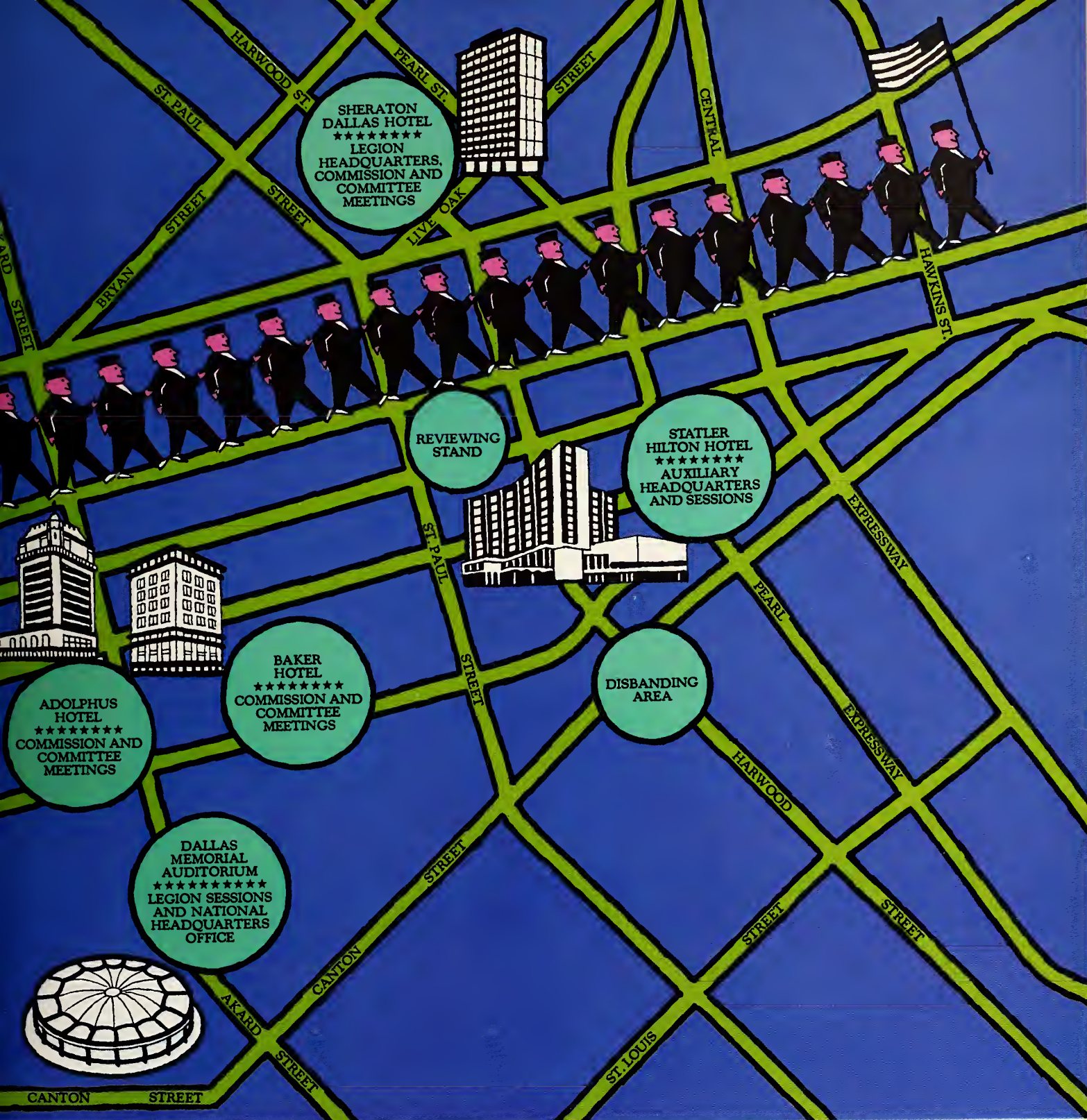
10:30 a.m.—Child Welfare

(Continued on next page)



**It is going to be the Legion's best Convention yet
and Seagram's has it all mapped out!**

SEAGRAM'S 7 CROWN—BLENDED WHISKEY. 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM'S V.O. CANADIAN WHISKY—A BLEND OF RARE SELECTED WHISKIES. SIX YEARS OLD. 86.8 PROOF. SEAGRAM'S EXTRA DRY GIN—DISTILLED DRY GIN. 90 PROOF. DISTILLED FROM AMERICAN GRAIN. SEAGRAM-DISTILLERS COMPANY, 375 PARK AVENUE, NEW YORK CITY.



And don't forget that at the Championship Drum and Bugle Corps' finals on September 20th, 1964, the four Ford convertibles donated by the Seagram posts will be ready and waiting to be won—maybe by you. The American Legion Parade is scheduled for Monday, September

21st, starting at 10:00 a.m. The parade route is: Assembly area—Industrial Blvd. on the North and South and Stemmons Freeway. The parade will begin on Houston and Main Streets, moving in a straight line on Main past the reviewing stand which is on the center of Main and St. Paul Streets.

Say Seagram's and be Sure



10:45 a.m.—Presentation: William Randolph Hearst Americanism Trophy
By: National Commander Daniel F. Foley
To: Winning Department

11:00 a.m.—Address: General John P. McConnell, Vice Chief of Staff, United States Air Force

11:30 a.m.—Presentation: National Commander's Public Relations Award to the Department of Michigan.
By: National Commander Daniel F. Foley
To: C. Oscar Hammond, Immediate Past Department Commander
Presentation By: National Commander Daniel F. Foley
To: Brig. General Lawrence H. Whiting, USA (Ret.)

Report of Convention Committees

11:45 a.m.—Economic
Employment and Veterans Preference
Other Economic Matters

12:00 noon—Americanism

12:30 p.m.—National Security
Military
Naval
Aeronautics and Space
Merchant Marine
Civil Defense

1:00 p.m.—Address: The Honorable Barry M. Goldwater, United States Senator (Arizona)

1:30 p.m.—Salute to Colors

Recess

THURSDAY, SEPTEMBER 24, 1964

9:00 a.m.—CALL TO ORDER: Daniel F. Foley, (Minnesota) National Commander
Salute to Colors

Invocation: Rev. John J. Howard (Virginia) National Chaplain

Report of Convention Committees

9:15 a.m.—Rehabilitation

Claims and Rating
Hospitals and Medical Services

9:45 a.m.—Foreign Relations

10:15 a.m.—Address: Mr. Richard F. Walsh, Vice President, American Federation of Labor and Congress of Industrial Organizations

10:45 a.m.—Presentation:

By: Mexican Academy of International Law
To: National Commander Daniel F. Foley



A contingent of the Army's highly trained Special Forces will provide demonstrations during the Dallas Convention, and participate in the Convention parade.

11:30 a.m.—Unfinished Business

12:00 noon—Special Order of Business

Election of National Officers

National Commander

Five (5) National Vice Commanders

National Chaplain

1:00 p.m.—Presentation of Plaque and Colors to Outgoing National Commander

By: **J. Addington Wagner**
(Michigan) Past National Commander

Response by Commander **Foley**.

Presentation of Colors to Incoming National Commander

Response by newly elected National Commander

Presentation of newly elected National President of American Legion Auxiliary

Unfinished Business

Benediction

Retirement of Colors

Final Adjournment

NOTE: The National Executive Committee will meet within twenty-four hours after the close of the Convention, upon call of the National Commander.



The Air Force F-102A, a supersonic all weather jet interceptor, will take part in an Air Force fly-over of the National Convention parade.



Prior to coming to the Convention city the National Security Commission will witness several missile firing demonstrations including the "Honest John" shown here.

*Recipients of
The American Legion*

*Distinguished
Service Medal*

Dr. Charles W. Mayo
1964



Marshal Ferdinand Foch of France—1921	President Franklin D. Roosevelt (Posthumously)—1945	Maj. Gen. Milton A. Reckord 1950
Adm. Earl Beatty of Great Britain—1921	Gen. Theodore Roosevelt, Jr. (Posthumously)—1945	Rep. Edith Nourse Rogers 1950
Gen. Baron Jacques of Belgium—1921	Ernest (Ernie) Pyle (Posthumously)—1945	Gen. Charles P. Summerall 1951
Gen. Armando Diaz of Italy—1921	Hon. Henry L. Stimson 1945	Rep. Royal C. Johnson (Posthumously)—1953
Charles Bertrand of France—1921	Fleet Adm. Chester W. Nimitz 1945	Maj. Gen. George A. White (Posthumously)—1954
Gen. of the Armies John J. Pershing 1922	Gen. of the Army Dwight D. Eisenhower 1945	Dr. Jonas E. Salk 1955
Adm. Robert E. Coontz 1923	J. Edgar Hoover 1946	Maj. Gen. Ellard A. Walsh 1955
Gen. Josef Haller of Poland—1923	Bob Hope 1946	Vice Adm. Joel T. Boone 1956
Ignace Jan Paderewski of Poland—1926	William Randolph Hearst 1946	Charles Stewart Mott 1956
Comte Francois Marie Robert Dejean of France—1927	Maj. Gen. Lewis B. Hershey 1946	Gen. Mark W. Clark 1957
Field Marshal Viscount Allenby of Great Britain—1928	Hon. Cordell Hull 1946	The Most Reverend Fulton J. Sheen 1957
Judge Kenesaw Mountain Landis 1929	Lt. Gen. William S. Knudsen 1947	Bernard Mannes Baruch 1958
Admiral William S. Sims 1930	Senator Edward Martin 1947	Unknown Servicemen of World War I, World War II, and Korea, interred at the Tomb of the Unknown Soldier, Arlington National Cemetery 1958
Gen. Douglas MacArthur 1942	Chief Justice Fred M. Vinson 1947	Sen. Robert S. Kerr 1959
Gen. George C. Marshall 1943	President Harry S. Truman 1949	President John F. Kennedy 1961
Adm. Ernest J. King 1943	George Herman (Babe) Ruth (Posthumously)—1949	General Lucius D. Clay 1962
Hon. Frank Knox (Posthumously)—1944	Maj. Gen. Frank Parker (Posthumously)—1949	Doctor Thomas A. Dooley (Posthumously)—1962
Henry Ford 1944	Charles F. Johnson, Jr. 1950	Francis Cardinal Spellman 1963
Gen. H. H. Arnold 1944		

You can read character all over its face!

Large capitals
demonstrate pride

Simplicity of style
shows maturity

Even spacing
reveals consistency

. . . Large loops point
to pleasure

. . . . Easy flow reveals
excellent taste

. . . . Slanting script
- shows individuality



6 YEARS OLD • IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICH. • 86.8 PROOF • BLENDED CANADIAN WHISKY.

Senior Drum And Bugle Corps Finals *And* **"PARADE OF CHAMPIONS"**

SUNDAY EVENING
September 20, 1964

at the

P. C. COBB STADIUM
Dallas, Texas

ADMISSION

Reserved Section
Concert Side \$2.50

Reserved Section
Opposite Side \$1.50

Reserved Section will be reduced
by 50c by use of coupon included
in the Convention Packet.



TRANSPORTATION

Special shuttle buses will provide
rapid transportation to and from
downtown Dallas and the P. C.
Cobb Stadium.

***See the 10 Finest American Legion Drum and Bugle Corps Compete for the
National Championships!***

Immediately after the last corps has left the field and while the judges are tabulating the scores, four new Ford Automobiles will be presented to members of The American Legion or the American Legion Auxiliary by the Seagram Posts of The American Legion

National Commander Daniel F. Foley will make the presentation of awards to the winning corps.

Contest Drawings

Representatives of competing units will draw for positions at the times indicated below in the Adolphus Hotel, on Friday, September 18.

- 1:30 p.m. Junior sponsored and SAL Drum and Bugle Corps
- 2:00 p.m. Senior Drum and Bugle Corps
- 2:30 p.m. Senior and Junior Color Guards
- 3:00 p.m. Senior Firing Squads
- 3:30 p.m. Junior and Senior Bands
- 4:00 p.m. Chorus and Quartets
- 4:45 p.m. Motorcycle Drill Team

Briefing Of Judges

5:00 p.m. September 18, Adolphus Hotel

Official Protest Hearings

10:00 a.m. Tuesday, September 22, Adolphus Hotel

WE'D LIKE TO MAKE A MOTION...

Between convention sessions, or after the day's adjournment, we move that everyone enjoy a tall, cold glass of Budweiser. Here's a motion that calls for *seconds*, because Bud has a hearty taste, a smoothness and a drinkability you'll find in no other beer. That Bud . . . that's *beer!*

And by the way, if you're in one of our home towns* or passing through on the way "to" or "from," try to find time to pay us a visit. There are guided brewery tours daily. You'll enjoy seeing how the King of Beers is brewed, and every tour ends with refreshing Budweiser. So come see us!



Budweiser®
that Bud® . . . that's beer!

* ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES • TAMPA

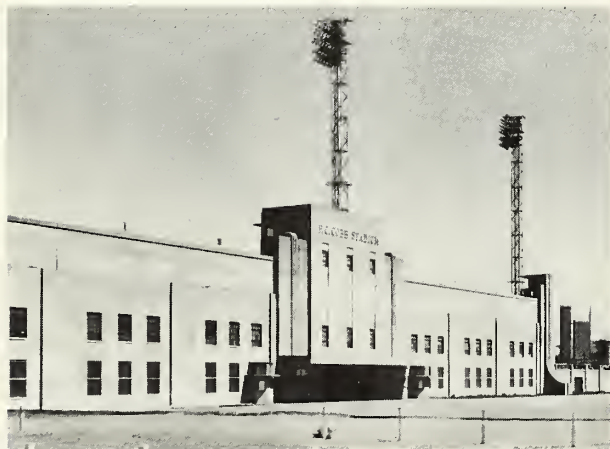
National Contests

Saturday and Sunday

Sept. 19 and 20, 1964

Senior Band Contest	1:00 p.m. Saturday, Sept. 19 Samuels Park Recreation Center
Junior Band Contest	2:00 p.m. Saturday, Sept. 19 Samuels Park Recreation Center
Senior Color Guard Contest	2:00 p.m. Saturday, Sept. 19 Samuels Park Recreation Center
Motorcycle Drill Team Contest	2:00 p.m. Saturday, Sept. 19 Dallas Memorial Auditorium Parking Area
Senior and Junior Drum and Bugle Corps Contest	9:00 a.m. (Preliminary) Sunday, Sept. 20 P. C. Cobb Stadium
Parade of Champions	7:30 p.m. Sunday, Sept. 20 P. C. Cobb Stadium, off Stemmons Expressway (The ten corps, 5 Senior and 5 Junior, who receive the highest scores in the preliminaries will compete, each in their own class, for the National Championships.)
Firing Squad Contest	9:00 a.m. Sunday, Sept. 20 Samuels Park
Junior Color Guard Contest	1:00 p.m. Sunday, Sept. 20 Samuels Park
Chorus and Quartette Contests	3:30 p.m. Sunday, Sept. 20 Dallas Memorial Auditorium Theater

In case of rain during the Junior and Senior Drum and Bugle Corps Final Contests, new sites and times will be announced.



This is the exterior of P. C. Cobb Stadium, with a seating capacity of about 22,000, and in the proximity of downtown Dallas, where the Parade of Champions will be conducted on Sunday evening, September 20.



Defending national champions, The Hawthorne Caballeros, of Hawthorne, N. J., provide rugged competition in the Senior Drum and Bugle Corps contests.

A completely new format will feature the 1964 Parade of Champions, the epitome of American Legion pageantry and always a highlight of American Legion National Convention proceedings, which will be conducted this year at 7:30 p.m. Sunday, Sept. 20, at P. C. Cobb Stadium in Dallas, Texas.

For the first time in history, the big show will be comprised of the five top rated Senior Drum and Bugle Corps and the five top Junior Corps, competing for the national championships in their respective brackets. In previous years the Parade of Champions has featured the ten highest ranking Senior Corps in competition, with the Junior championship having been decided the previous night. This year, Parade of Champions spectators will have the opportunity to see both the Senior and Junior championships decided.

The P. C. Cobb Stadium, which is just off the Stemmons Expressway, has a seating capacity of approximately 22,000. Tickets for the reserved section on the concert side of the stadium are priced at \$2.50, while reserved seats on the opposite side are \$1.50. An entertainment coupon in the Convention packet will be worth 50c applied to either the \$2.50 or \$1.50 seats.

A complete schedule of all contests and events under the supervision of the National Contests Supervisory Committee appears elsewhere in this program, with times, dates and sites of all events listed.



Crowned Junior National Champion Drum and Bugle Corps during the Miami Beach National Convention were the Golden Knights of Post 302, Newark, N. J.



The Little Bills, sponsored by Post No. 118, of Chicago, Illinois, successfully defended their national championships in both Color Guard and Firing Squad competition at Miami Beach, Fla.

Church Directory

(Partial)

(Following is a partial list of churches and synagogues in Dallas, including those which may be easily reached from most Convention hotels. For a more complete listing, consult the telephone directory.)

Assembly of God

**First Assembly of God Church
in Dallas**
725 S. Peak
TA 1-5731

Adventists

First Seventh Day Adventist Church
4009 N. Central Expressway
LA 8-1111

Bahai

Bahai Community Church
6941 Lakeshore
DA 8-1596

Baptist

First Baptist Church of Dallas
606 N. Ervay
RI 8-8441

Cliff Temple Baptist Church
125 Sunset
WH 6-9141

Gaston Avenue Baptist Church
4024 Gaston Avenue
TA 1-1495

Catholic

Cathedral of the Sacred Heart
2215 Ross Avenue
RI 1-3954

Holy Trinity Catholic Church
3811 Oak Lawn
LA 6-8555

Blessed Sacrament Church
231 North Marsalis
WH 8-6535

Christian

East Dallas Christian Church
Peak & Junius
TA 4-8185

Christian Science

First Church of Christian Science
1508 Cadiz
RI 7-7665

Church of Christ

Skillman Avenue Church of Christ
3014 Skillman
TA 3-2179

Congregational

First Community Church
6250 St. Moritz
TA 3-2117

Eastern Orthodox

**Greek Orthodox Church
The Holy Trinity**
4005 Swiss Avenue
TA 3-3509

Episcopal

St. Matthews Cathedral
5100 Ross Avenue
TA 3-8134

Church of the Incarnation
3966 McKinney Avenue
LA 1-5101

Hebrew Congregations

Temple Emmanu-El
(Reformed)
8500 Hillcrest
EM 8-3163

Congregation Shearith Israel
(Conservative)
9401 Douglas
EM 1-6606

Congregation Tiferet Israel
(Orthodox)
10909 Hillcrest Road
EM 1-5896

Latter Day Saints

**Church of Jesus Christ of
Latter Day Sts.**
The Dallas First Ward
4027 Turtle Creek Blvd.
LA 6-5890

Lutheran

Christ Lutheran Church
3001 E. Lovers Lane
EM 3-4355

Methodist

First Methodist Church
Ross & Harwood
RI 2-6222

Presbyterian

First Presbyterian Church
408 Peak
RI 8-8051

Unitarian

Unitarian Church First
4015 Normandy
LA 8-1813

Salvation Army Corps

Temple Corps
500 North Ervay

Non-Denominational

Scofield Memorial Church
4420 Swiss Avenue
TA 4-3611

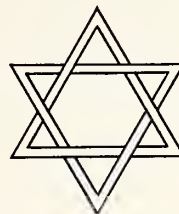
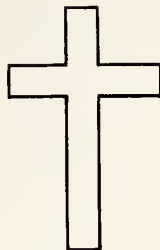
Public Patriotic And Memorial Program

5:00 O'clock p.m.

Sunday, September 20, 1964

Theater—Dallas Memorial Auditorium

For God and Country



THE PROCESSIONAL

"God of our Fathers Whose Almighty Hand"
Combined Vocal Groups

ADVANCEMENT OF THE COLORS

Post No. 118 (Little Bills) of Chicago, Illinois

THE NATIONAL ANTHEM

Harwood Post Memorial Band
Combined Vocal Groups

INVOCATION

Msgr. William F. O'Brien
Vicar-General-Emeritus
Dallas-Ft. Worth Diocese
Catholic Church

A PATRIOTIC ANTHEM

"America the Beautiful"
Combined Vocal Groups

ADDRESS

The Rev. Fr. John Holley Howard (Virginia)
National Chaplain, The American Legion

A PATRIOTIC ANTHEM

"This is My Country"
Combined Vocal Groups

THE MEMORIAL PRAYER

Mrs. John A. Starkey (Michigan)
National Chaplain,
The American Legion Auxiliary

PLACING OF THE MEMORIAL WREATHS

THE AMERICAN LEGION—National Commander Daniel F. Foley, National Adjutant E. A. Blackmore

THE AMERICAN LEGION AUXILIARY—
National President Mrs. Luther D. Johnson
National Secretary Miss Doris Anderson

LA BOUTIQUE DES HUIT ET QUARANTE
FEMMES—Le Chapeau Nationale Mrs. A. L.
La Vague
La Secretaire Caissiere Nationale
Mrs. Thomas N. Leervig

TAPS

BENEDICTION

The Rev. Bertram L. Smith, Rector-Emeritus
Christ Episcopal Church, Dallas

RETIREMENT OF THE COLORS

Post No. 118 (Little Bills) of Chicago, Illinois

MASTER OF CEREMONIES AND CHAIRMAN, MEMORIAL SERVICES COMMITTEE, THE REV.
HOMER B. REYNOLDS, CHAPLAIN, POST NO. 581, DALLAS, TEXAS



Directory of the National Convention

National Convention

Headquarters

Dallas Memorial Auditorium
717 So. Akard
RI 1-5961



Eight and Forty Hqtrs. Hotel

Statler-Hilton Hotel
1914 Commerce
RI 7-2011

Convention Corporation

Headquarters

Adolphus Hotel, Rm. 2062
1321 Commerce
RI 1-5921

Distinguished Guest

Headquarters

Sheraton-Dallas Hotel
Southland Center
RI 8-6211

Sessions:

Statler-Hilton Hotel
1914 Commerce

The American Legion

Headquarters Hotel

Sheraton-Dallas Hotel
Southland Center
RI 8-6211

American Legion Auxiliary

Headquarters Hotel

Statler-Hilton Hotel
1914 Commerce
RI 7-2011

National Headquarters Staff

Adolphus Hotel
1321 Commerce
RI 7-6411

Sessions:

Dallas Memorial Auditorium
717 So. Akard

Sessions:

Statler-Hilton Hotel
1914 Commerce

Official Convention Photographer

Francis Photographers
Adolphus Hotel
RI 8-0281

Official Delegation Hotels

Alabama

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Lawson M. Lynn)

Connecticut

Jefferson-Dallas Hotel
312 So. Houston
RI 2-6101
(Adjutant: Charles L. Parker)

Idaho

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Lou Babb)

Alaska

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Joseph M. Briones)

Delaware

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: William R. Marvel)

Illinois

Cabana Motor Hotel
899 Stemmons Freeway
RI 8-8161
(Adjutant: Chester F. Newby)

Arizona

Executive Inn Motor Hotel
3232 W. Mockingbird Lane
FL 7-5601
(Adjutant: Clayton B. Orth)

District of Columbia

Ramada Inn--Dallas
6900 Cedar Springs Road
FL 7-8451
(Adjutant: Frank E. Aldridge)

Arkansas

Southland Hotel
102 Murphy
RI 2-6431
(Adjutant: Loyd McDermott)

Florida

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Ralph A. Johnson)

California

Baker Hotel
1400 Commerce
RI 8-1471
(Adjutant: Jack A. Stockman)

France

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Howard C. Dulin)

Canada

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Murl J. Ellison)

Georgia

Stoneleigh Hotel
2927 Maple
RI 2-7111
(Adjutant: George E. Osborne)

Colorado

Executive Inn Motor Hotel
3232 W. Mockingbird Lane
FL 7-5601
(Adjutant: Leland Day)

Hawaii

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Orvel T. Shonk, Sr.)

Dallas' Market Hall, built only last year at a cost of \$4.2-million to attract trade shows, public exhibits and similar events, has an exhibit area of 213,000 square feet. A total of 1,332 booths can be accommodated in this area. The hall is only 10 minutes from downtown Dallas.

Exhibits at the Dallas Museum of Contemporary Art is one of the Dallas attractions popular with female convention visitors.

Indiana

Baker Hotel
1400 Commerce
RI 8-1471
(Adjutant: Frank J. Myers)

Iowa

Baker Hotel
1400 Commerce
R 8-1471
(Adjutant: R. J. Laird)

Italy

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Carmine Casolini)

Kansas

Baker Hotel
1400 Commerce
RI 8-1471
(Adjutant: Kenneth Young)

Kentucky

Ramada Inn—Dallas
6900 Cedar Springs Road
FL 7-8451
(Adjutant: Ray A. Beyer)

Louisiana

Marriott Motor Hotel
2101 Stemmons Freeway
RI 8-8551
(Adjutant: Wilson J. Hebert)

Maine

Southland Hotel
102 Murphy
RI 2-6431
(Adjutant: Nathaniel T. Cobb)

Maryland

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Daniel H. Burkhard)

Massachusetts

Jefferson-Dallas Hotel
312 So. Houston
RI 2-6101
(Adjutant: Peter E. Pappas)

Mexico

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: George D. Miller)

Michigan

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Thomas A. Kouri)

Minnesota

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Carl Granning)

Mississippi

Lamplighter Motor Inn
Hwys. 67 & 80 E
DA 7-4575
(Adjutant: Frank W. Chambers)

Missouri

White Plaza Hotel
1933 Main
RI 2-7251
(Adjutant: Kenneth Cruse)

Montana

Executive Inn Motor Hotel
3232 W. Mockingbird Lane
FL 7-5601
(Adjutant: Chester K. Shore)

Nebraska

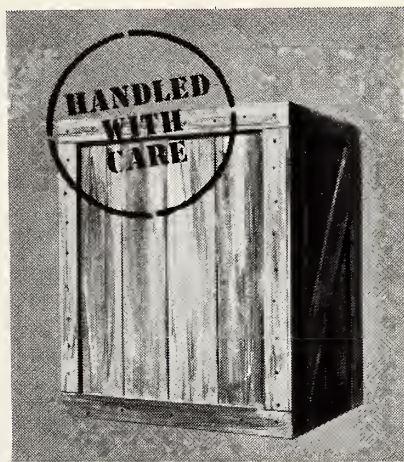
Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Warren E. Baker)

Nevada

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Victor F. Whittlesea)

New Hampshire

Wayside Inn Motel
2600 So. Central Expressway
HA 8-2821
(Adjutant: Hubert S. O'Neil)



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2101 Stemmons Freeway
RI 8-8551
(Adjutant: Morris W. Kuzbyt)

New Mexico

Executive Inn Motor Hotel
3232 Mockingbird Lane
FL 7-5601
(Adjutant: Harry W. Cayce)

New York

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Maurice Stember)

North Carolina

Marriott Motor Hotel
2101 Stemmons Freeway
RI 8-8551
(Adjutant: Nash D. McKee)

North Dakota

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Jack Williams)

Ohio

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Joseph S. Deutschle)

Oklahoma

Marriott Motor Hotel
2101 Stemmons Freeway
RI 8-8551
(Adjutant: A. R. Tyner, Jr.)

Oregon

Ramada Inn-Dallas
6900 Cedar Springs Rd.
FL 7-8451
(Adjutant: Maurice Druhl)

Panama

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: W. L. Ney)

Pennsylvania

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Edward T. Hoak)

Philippines

Sheraton-Dallas Hotel
Southland Center
RI 8-6211
(Adjutant: Edward T. Berling)

Puerto Rico

Southland Hotel
102 Murphy
RI 2-6431
(Adjutant: Luis M. Ortiz)

Vermont

White Plaza Hotel
1933 Main
RI 2-7251
(Adjutant: Bernard F. Freeman)

Virginia

Statler-Hilton Hotel
1914 Commerce
RI 7-2011
(Adjutant: Wilbur Walker)

Washington

Tropicana Inn
3939 N. Central Expressway
LA 6-8881
(Adjutant: Fred M. Fuecker)

West Virginia

Southland Hotel
102 Murphy
RI 2-6431
(Adjutant: Tommy E. Jones)

Wisconsin

Holiday Inn Central
4070 N. Central Expressway
TA 7-0881
(Adjutant: Robert G. Wilke)

Wyoming

Executive Inn Motor Hotel
3232 W. Mockingbird Lane
FL 7-5601
(Adjutant: S. J. Madia)

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HOME" TO BENEFIT
OUR DOMESTIC ECONOMY**

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1321 Commerce
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(Adjutant: John F. Rooney)

South Carolina

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Page N. Keese)

South Dakota

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Bob Whittemore)

Tennessee

White Plaza Hotel
1933 Main
RI 2-7251
(Adjutant: Barney W. Greene)

Texas

Travis Hotel
1611 Canton
RI 2-9251
(Adjutant: W. H. McGregor)

Utah

Adolphus Hotel
1321 Commerce
RI 7-6411
(Adjutant: Dean C. Hall)



The Dallas Theater Center, designed by the renowned architect Frank Lloyd Wright, functions as a graduate school of drama for Trinity University and provides an outstanding repertory company for the city. The company performed earlier this summer at the Theatre de Paris in France its production of William Faulkner's "As I Lay Dying."

Touring Broadway productions as well as special concerts and stage productions throughout the year offer Dallas a wide variety of entertainment.

Where To Register, Obtain Information And Buy National Contest Tickets

Five Registration-Information Booths are being maintained in Dallas for the convenience of visitors. You may register for the Convention (\$3.00), find the answers to your Convention questions, or buy tickets for the Junior-Senior Drum & Bugle Corps Final Contest.

Registration-Information Booths are located at:

Sheraton-Dallas Hotel Lobby

Statler Hilton Hotel Lobby

Adolphus Hotel Lobby

Baker Hotel Lobby

Convention Hall, Dallas Memorial Auditorium

All booths, with the exception of the booth in Convention Hall, will be open commencing at noon on September 17th. The booth in Convention Hall will open on the morning of September 22nd.

Tickets for the Parade of Champions (Junior-Senior Drum & Bugle Corps Finals) are \$2.50 and \$1.50. A coupon included in each registration packet (within the Official Convention Program) may be used to reduce the price of either the \$2.50 or \$1.50 seats by 50c. This contest is scheduled for P. C. Cobb Stadium on Stemmons Expressway.

Hospitality and Information centers have been located by American Legion Posts along major highways in the State of Texas, leading to Dallas.

Headquarters for the Convention Registration Committee is in the Adolphus Hotel.



Past National Commanders



THE AMERICAN LEGION 1919-1963

*Franklin D'Olier
Pennsylvania 1919-20

**Frederick W. Galbraith, Jr.
Ohio 1920-21

***John G. Emery
Michigan 1921

Hanford MacNider
Iowa 1921-22

Alvin M. Owsley
Texas 1922-23

John R. Quinn
California 1923-24

*James A. Drain
District of Columbia 1924-25

*John R. McQuigg
Ohio 1925-26

*Howard P. Savage
Illinois 1926-27

*Edward E. Spafford
New York 1927-28

*Paul V. McNutt
Indiana 1928-29

*O. Lee Bodenhamer
Arkansas 1929-30

*Ralph T. O'Neil
Kansas 1930-31

Henry L. Stevens, Jr.
North Carolina 1931-32

Louis Johnson
West Virginia 1932-33

*Edward A. Hayes
Illinois 1933-34

*Frank N. Belgrano, Jr.
California 1934-35

Ray Murphy
Iowa 1935-36

Harry W. Colmery
Kansas 1936-37

Daniel J. Doherty
Massachusetts 1937-38

Stephen F. Chadwick
Washington 1938-39

Raymond J. Kelly
Michigan 1939-40

Milo J. Warner
Ohio 1940-41

Lynn U. Stambaugh
North Dakota 1941-42

*Roane Waring
Tennessee 1942-43

Warren H. Atherton
California 1943-44

Edward N. Scheiberling
New York 1944-45

*John Stelle
Illinois 1945-46

Paul H. Griffith
Pennsylvania 1946-47

James F. O'Neil
New Hampshire 1947-48

Perry Brown
Texas 1948-49

George N. Craig
Indiana 1949-50

Erle Cocke, Jr.
Georgia 1950-51

Donald R. Wilson
West Virginia 1951-52

Lewis K. Gough
California 1952-53

*Arthur J. Connell
Connecticut 1953-54

Seaborn P. Collins
New Mexico 1954-55

J. Addington Wagner
Michigan 1955-56

Dan Daniel
Virginia 1956-57

John S. Gleason, Jr.
Illinois 1957-58

Preston J. Moore
Oklahoma 1958-59

Martin B. McKneally
New York 1959-60

William R. Burke
California 1960-61

Charles L. Bacon
Missouri 1961-62

James E. Powers
Georgia 1962-63

*Past National Commanders by
Vote of National Conventions*

*Bennett Champ Clark
Missouri—Presided at Paris caucus
March 1919

*Milton J. Foreman
Illinois—Chairman, Executive
Committee at Paris

*Henry D. Lindsley
Texas—Presided at St. Louis caucus
May 1919

*Theodore Roosevelt, Jr.
New York

Eric Fisher Wood
Pennsylvania—Temporary Chairman
and Secretary at Paris caucus

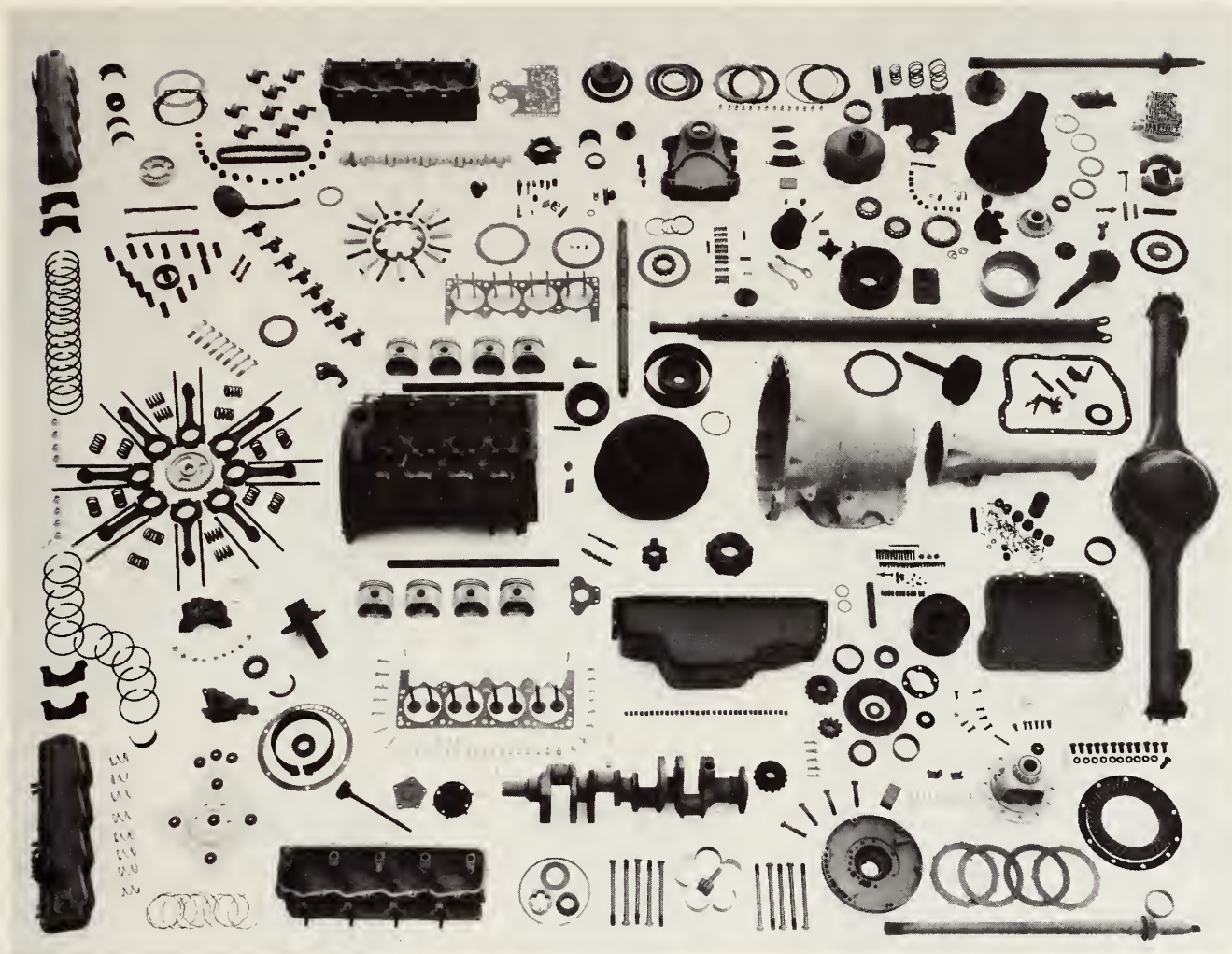
Honorary National Commanders

*General John J. Pershing
*Marshal Ferdinand Foch

*Deceased

**Killed in auto accident while serving as
Commander

***Elected by Executive Committee to fill un-
expired term



Chrysler Corporation warrants every part on this page for 5 years or 50,000 miles.

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It lasts for 5 years or 50,000 miles, making your car more valuable at trade-in time.

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1964 National Convention Commission



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Vice-Chairman



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Advisory



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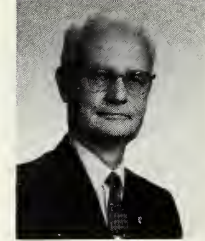
Lawrence E. Hoffman



John R. McNamara



Donald M. McSween



Henry R. Kruse



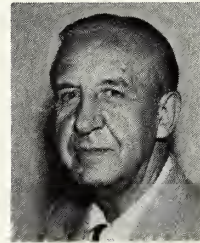
Bert M. Count



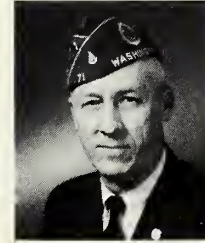
Maurice Stember
Advisory



Tommy E. Jones
Advisory



Louis E. Drago
NEC Liaison



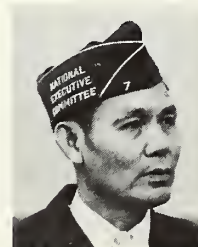
Russell I. Grob
NEC Liaison



Thomas Roumell



Harold D. Beaton
*National Commander's
Representative*



Soleng Tom
NEC Liaison



Harold J. Dillon
*Contests Supervisory
Chairman*



A. L. Starshak
*Distinguished Guests
Chairman*



William H. Miller
*National Convention
Director*

The American Legion

1964 National Convention Corporation

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Chairman, Board of Directors



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President



John W. Mayo
*Vice President and
Department General Chairman*



Laurence Melton
Vice President



Tom McHale
Secretary



James Aston
Treasurer

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Alvin M. Owsley



Ben H. Wooten



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Tom McHale



Julius Schepps



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The American Legion
1964 National Convention Corporation



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James Aston



Lloyd Bowles



S. Perry Brown



Audy M. Byram



Ben Carpenter



James Chambers



Robert Cullum



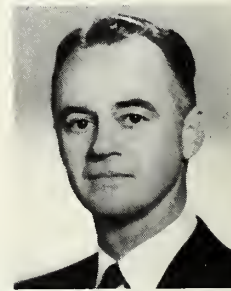
Joseph Dealy



W. D. DeSanders



Jack Garrett



Robert A. Hall



G. Scott Hammonds



J. Walter Janko



Bill Kitts III



Gerald Mann

Board of Directors
of
The American Legion
1964 National Convention Corporation



John W. Mayo



Eugene McDermott



Tom McHale



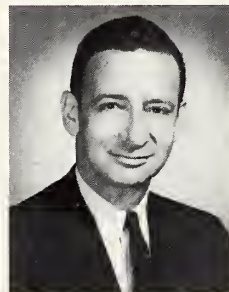
John McKee



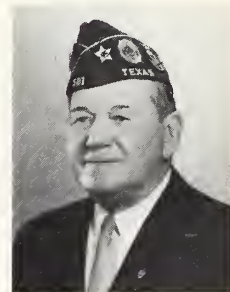
John McKelvey



Laurence Melton



Frank Norton



Alvin M. Owsley



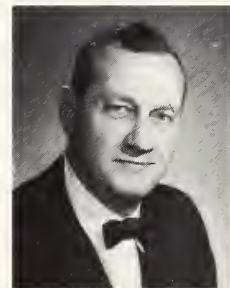
Carl Phinney



Les Potter



Julius Schepps



John Stemmons



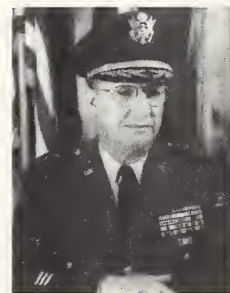
Dawson Sterling



W. L. Sterrett



L. A. Stewart



Harley West

Board of Directors

The American Legion
1964 National Convention Corporation



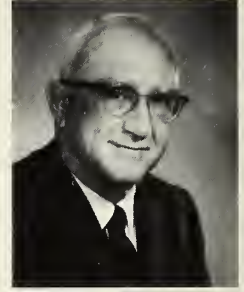
Robert Stewart III



C. A. Tatum



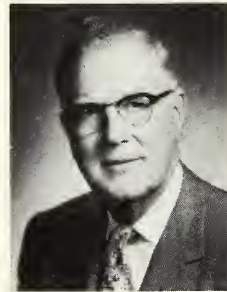
Robert L. Thornton, Jr.



Harold Volk



Milam Wade



Dr. W. T. White



Ben H. Wooten



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The American Legion Convention Ball
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American Legion Baseball

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Assistant General Chairmen



Frank F. Bell



J. P. Crowder

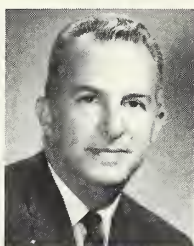


Leon W. Tate

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Dr. Earle Standlee



Ralph H. Shannon



L. A. Stewart



Harley West

Parade

Provost



George L. Lumpkin

Concessions



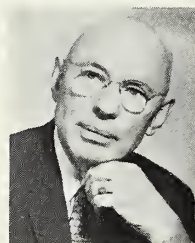
Jim Layne

Insurance



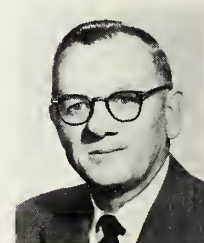
Marvin Sullivan

Legal



Milam Wade

Reunions



Charles W. Kemp

Post Participation



Bill Kitts III



Chester Alexander

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Tom H. Owens, Sr.

Tours



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Cliff Blackmon



George Watts

Auxiliary Convention



Mrs. Rita Breaux

8/40 Marche



Mrs. Ottelia Aaron

Committee Chairmen

The American Legion 1964 Convention Corporation

Asst. General Chairman



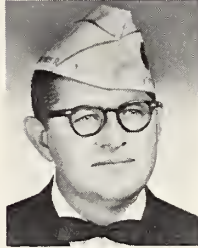
Harry Crutcher

Booths and Information



David A. Gates

Registration



Aubrey Bullard

Exhibits



Alex Cochrane

Badges and Packets



Frank E. Lobianco

Asst. General Chairman

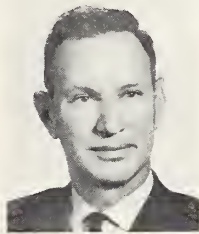


Robert Thornton, Jr.

Distinguished Guests Equipment Procurement



Philip H. Bethune



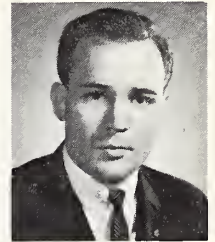
Col. Fred Burley

Halls and Seating



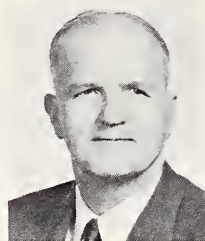
L. B. Huston

Housing



Ray Bennison

Asst. General Chairman



C. Russell Smith

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Division



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National
Vice President
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Division



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the American Legion Auxiliary



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Perry
National
Vice President
Eastern
Division



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Waite, Jr.
National
Vice President
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Division



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National
Convention
Chairman



Mrs. U. Sullivan
Auld
National
Historian



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Wenz
National
Treasurer



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Starkey
National
Chaplain

AMERICAN LEGION AUXILIARY

FORTY-FOURTH

ANNUAL NATIONAL CONVENTION

Statler Hilton Hotel

Dallas, Texas

September 21, 22, 23 and 24, 1964



PRE-CONVENTION NATIONAL COMMITTEE MEETINGS

Sunday, September 20, 1964

8:00 a.m.—*NATIONAL EXECUTIVE
COMMITTEE MEETING*
(Embassy Ballroom)

9:00 a.m.—*CREDENTIALS*
MRS. J. ELMER YOST,
Chairman
MRS. CECILIA WENZ, Vice
Chairman (Bluebonnet Room)

9:00 a.m.—*PERMANENT ORGANIZA-
TION*
MRS. W. N. GILL, Chairman
(Mustang Room)

RULES
MRS. WILLIAM H. CORWITH
Chairman
(Grand Ballroom No. 1)

*CONSTITUTION AND BY-
LAWS*
MRS. ALAN M. SCHANEL,
Chairman (Junior Ballroom)

MUSIC
MRS. HARRY STEBBINS, Chair-
man (Ballroom Assembly)

FOREIGN RELATIONS
MRS. ANTONE DUPIN, Chair-
man (Gold Room)

CIVIL DEFENSE
MRS. ARTHUR B. HANELL,
Chairman (Embassy Ballroom)

CHILD WELFARE
MRS. WALTER H. GLYNN,
Chairman (Embassy East)

GIRLS STATE
MRS. VERNON H. RANDALL,
Chairman (Embassy West)

POPPY
MRS. STANLEY A. STADL,
Chairman (Silver Room)

10:00 a.m.—*REHEARSAL FOR MUSIC
CONTEST*
(Century Room—Adolphus
Hotel)

11:00 a.m.—*RADIO-TV*
MRS. PAUL F. CRITZ, Chairman
(Grand Ballroom No. 1)

JUNIOR ACTIVITIES
MRS. MERLE MAY, Chairman
(Bluebonnet Room)

*EDUCATION AND
SCHOLARSHIPS*
MRS. RAYMOND LORY, Chair-
man (Junior Ballroom)

(Continued on next page)

PUBLICATION

MRS. WALTER L. WAITE
Chairman (Embassy West)

LEGISLATIVE

MRS. A. J. RYAN, SR., Chair-
man, (Embassy East)

REHABILITATION

MRS. WALTER WILD ANDREWS,
Chairman (Embassy Ballroom)

CHAPLAINS

MRS. JOHN A. STARKEY, Na-
tional Chaplain (Mustang
Room)

HISTORIANS

MRS. U. SULLIVAN AULD, Nation-
al Historian (Silver Room)

COMMUNITY SERVICE

MRS. ROBERT L. JOHNSON,
Chairman (Gold Room)

1:00 p.m.—*FINANCE*

MRS. HENRY A. AHNEMILLER,
Chairman (Silver Room)

AMERICANISM

MRS. STANLEY J. AUTENRITH,
Chairman (Embassy East)

MEMBERSHIP

MRS. MERRILL K. SMITH, Chair-
man (Embassy West)

NATIONAL SECURITY

MRS. CHARLES C. SHAW, Chair-
man (Gold Room)

PUBLIC RELATIONS

MRS. RUTH BEELER WHITE,
Public Relations Counsel
(Bluebonnet Room)

*PAST PRESIDENTS
PARLEY*

MRS. CHARLES W. GUNN,
Chairman (Mustang Room)

1:00 p.m.—*REHEARSAL OF PAGES*

MRS. DAN HERRIN, National
Chairman of Pages (Grand Ball-
room)

1:00 p.m.—*JOINT MUSIC CONTEST*

The American Legion and
American Legion Auxiliary

- with -

“THE SHOWCASE OF
MUSIC” 4:00 p.m.- 5:00 p.m.
Directed by HARRY HENDERSON,
National Chairman, The Ameri-
can Legion; and MRS. HARRY
STEBBINS, National Music
Chairman, the American Legion
Auxiliary (Dallas Memorial
Auditorium)

3:00 p.m.—*RESOLUTIONS COMMIT-
TEE MEETING—*

MRS. NORTON H. PEARL, Chair-
man (Silver Room)

5:00 p.m.—*MEMORIAL SERVICE*

Held jointly with The American
Legion (Dallas Memorial Audi-
torium)



Headquarters Hotel for the National Conventions of the American Legion Auxiliary and the Eight and Forty, conducted simultaneously with the National Convention of the Legion, will be the Statler-Hilton Hotel. Major Convention functions of both organizations will be conducted in the hotel, including the Auxiliary's States Dinner which will be held in the Grand Ballroom.

AMERICAN LEGION AUXILIARY
FORTY-FOURTH
ANNUAL NATIONAL CONVENTION

Statler Hilton Hotel

Dallas, Texas

September 21, 22, 23, and 24, 1964



Official Program

MONDAY, SEPTEMBER 21, 1964

MRS. DARYL ANDERSON, Convention Organist

*OPENING SESSION—
NATIONAL CONVENTION,
AMERICAN LEGION AUXILIARY*

Grand Ballroom 1 and Junior Ballroom, Statler
Hilton Hotel

*PROCESSIONAL OF COLORS,
NATIONAL OFFICERS AND
DISTINGUISHED GUESTS*

8:00 a.m.

MRS. A. J. BREAU, Convention Chairman,
Presiding

*CALL TO ORDER BY THE
NATIONAL PRESIDENT*

MRS. LUTHER D. JOHNSON

INVOCATION

MRS. JOHN A. STARKEY, National Chaplain

*PLEDGE OF ALLEGIANCE
TO THE FLAG*

Led by MRS. STANLEY J. AUTENRITH, National
Americanism Chairman

THE NATIONAL ANTHEM

TAPS IN HONOR OF OUR DEPARTED WAR DEAD

*PREAMBLE TO THE CONSTITUTION
OF THE AMERICAN
LEGION AUXILIARY*

Led by MRS. ALAN M. SCHANEL, National
Constitution and Bylaws Chairman

*READING OF THE CALL
TO THE NATIONAL CONVENTION*

MISS DORIS ANDERSON, National Secretary

OFFICIAL GREETINGS

MR. DANIEL F. FOLEY
HONORABLE JOHN CONNALLY
HONORABLE ERIK JONSSON

National Commander, The American Legion
Governor, State of Texas
Mayor, City of Dallas

(Continued on next page)

HONORABLE ALVIN W. OWSLEY

President, The American Legion Convention Corporation; Past National Commander, The American Legion

MR. E. A. BLACKMORE

National Adjutant, The American Legion

MRS. HAROLD J. COOPER

Department President, Department of Texas

GREETINGS BY THE NATIONAL OFFICERS

MRS. OLEN HELLAND	National Vice President, Northwestern Division
MRS. LOWELL C. ALLEN	National Vice President, Central Division
MRS. FRANK S. EVANS	National Vice President, Western Division
MRS. GLENN E. PERRY	National Vice President, Eastern Division
MRS. DAN WAITE, JR.	National Vice President, Southern Division
MRS. U. SULLIVAN AULD	National Historian
MRS. JOHN A. STARKEY	National Chaplain
MISS DORIS ANDERSON	National Secretary
MRS. CECILIA WENZ	National Treasurer

PRESENTATION OF PAST NATIONAL PRESIDENTS

MRS. JOHN WILLIAM MACAULEY	MRS. WALTER G. CRAVEN
MRS. ROBERT WALBRIDGE	MRS. NORTON H. PEARL
MRS. BOYCE FICKLEN	MRS. LEE W. HUTTON
MRS. FREDERICK C. WILLIAMS	MRS. HUBERT A. GOODE
MRS. S. ALFORD BLACKBURN	MRS. NORMAN L. SHEEHE
MRS. WILLIAM H. BIESTER, JR.	MRS. WILLIS C. REED
MRS. ALBIN CHARLES CARLSON	MRS. E. A. CAMPBELL
MRS. MELVILLE MUCKLESTONE	MRS. HAROLD S. BURDETT
MRS. O. W. HAHN	MRS. PERCY A. LAINSON
MRS. MALCOLM DOUGLAS	MRS. CARL W. ZELLER
MRS. JAMES MORRIS	MRS. J. PAT KELLY
MRS. WILLIAM H. CORWITH	MRS. CHARLES W. GUNN
MRS. LOUIS J. LEMSTRA	MRS. ALEXANDER H. GRAY
MRS. MARK W. MURRILL	MRS. HENRY AHNEMILLER
MRS. LAWRENCE H. SMITH	MRS. J. HOWARD MCKAY
MRS. CHARLES B. GILBERT	

GREETINGS FROM THE PAST NATIONAL PRESIDENTS

MRS. O. L. KOGER Junior Past National President

INTRODUCTION OF NATIONAL CONVENTION CHAIRMAN,

MRS. A. J. BREAUX

PRESENTATION OF NATIONAL PRESIDENT'S PERSONAL PAGES

MRS. PALMER JOHNSON	MRS. KENNETH D. HORNBACHER
MRS. WALTER R. KIRCHHEFER	MRS. R. L. PARKER
MRS. OTTO J. VON SCHAUSTEN	MRS. EARL T. SCHRADER

PRESENTATION OF NATIONAL CHAIRMAN OF PAGES

MRS. DAN HERRIN, Nebraska

(Continued on next page)

*PRESENTATION OF VICE
CHAIRMAN OF PAGES
PRESENTATION OF
NATIONAL PARLIAMENTARIAN
IN MEMORIAM TO
MRS. BOWDEN D. WARD
PAST NATIONAL PRESIDENT*

MRS. MILTON SCHMIDT, Texas

MRS. CHARLES B. GILBERT

MRS. JOHN A. STARKEY, *National Chaplain*

RETIREMENT OF THE NATIONAL PRESIDENT'S COLORS

RECESS 9:45 a.m.

THE AMERICAN LEGION NATIONAL CONVENTION PARADE

Beginning At 10:00 a.m.

TUESDAY, September 22, 1964

8:00 a.m.

(7:30 a.m.-8:00 a.m.)

*ORGAN RECITAL—STATE SONGS
CALL TO ORDER
ADVANCE OF COLORS
INVOCATION
PLEDGE OF ALLEGIANCE*

MRS. DARYL ANDERSON, Convention Organist
MRS. LUTHER D. JOHNSON, National President
National President's Personal Pages
MRS. JOHN A. STARKEY, National Chaplain
Led by MRS. STANLEY J. AUTENRITH, National
Americanism Chairman

NATIONAL ANTHEM

Led by MRS. HARRY STEBBINS, National Music
Chairman

*PREAMBLE TO THE CONSTITUTION
OF THE AMERICAN
LEGION AUXILIARY*

Led by MRS. ALAN M. SCHANEL, National
Constitution and Bylaws Chairman

REPORT OF CONVENTION COMMITTEES

*PERMANENT ORGANIZATION
CREDENTIALS
RULES*

MRS. W. N. GILL, Chairman
MRS. J. ELMER YOST, Chairman
MRS. WILLIAM H. CORWITH, Chairman

REPORT OF NATIONAL COMMITTEES

*REHABILITATION
POPPY
PAST PRESIDENTS PARLEY
JUNIOR ACTIVITIES
CIVIL DEFENSE
LIAISON WITH CHILD WELFARE
NATIONAL SECURITY
AMERICANISM*

MRS. WALTER WILD ANDREWS, Chairman
MRS. STANLEY A. STADL, Chairman
MRS. CHARLES W. GUNN, Chairman
MRS. MERLE MAY, Chairman
MRS. ARTHUR B. HANELL, Chairman
MRS. CARL W. ZELLER, Chairman
MRS. CHARLES C. SHAW, Chairman
MRS. STANLEY J. AUTENRITH, Chairman

ANNOUNCEMENTS

*RETIREMENT OF NATIONAL
PRESIDENT'S COLORS*

National President's Personal Pages

(Continued on next page)

RECESS 10:15 a.m.

The American Legion Auxiliary will meet in joint session with The American Legion in the Dallas Memorial Auditorium at 11:00 a.m.

3:00 p.m.-4:30 p.m.

DIVISIONAL CAUCUSES

<i>SOUTHERN DIVISION</i>	Grand Ballroom 1
<i>CENTRAL DIVISION</i>	Lone Star Gas Company Auditorium
<i>WESTERN DIVISION</i>	Embassy East
<i>NORTHWESTERN DIVISION</i>	Embassy West
<i>EASTERN DIVISION</i>	Embassy Ballroom

4:00 p.m.-5:00 p.m.

WORKSHOP SESSION—

<i>DEPARTMENT SECRETARIES AND DEPARTMENT TREASURERS</i>	Conducted by the National Secretary and National Treasurer (Gold Room)
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7:00 p.m.

<i>DEPARTMENT SECRETARIES' DINNER</i>	Papeete Room, Ports O'Call, Southland Center.
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WEDNESDAY, September 23, 1964

8:00 a.m.

7:30 a.m. to 8:00 a.m.

<i>ORGAN RECITAL OF STATE SONGS NATIONAL CONVENTION RECONVENES CALL TO ORDER ADVANCE OF NATIONAL PRESIDENT'S COLORS INVOCATION NATIONAL ANTHEM PLEDGE OF ALLEGIANCE PREAMBLE TO THE CONSTITUTION OF THE AMERICAN LEGION AUXILIARY</i>	MRS. DARYL ANDERSON, Convention Organist In Grand Ballroom 1 and Junior Ballroom MRS. LUTHER D. JOHNSON, National President National President's Personal Pages MRS. JOHN A. STARKEY, National Chaplain Led by MRS. HARRY STEBBINS, National Music Chairman Led by MRS. STANLEY J. AUTENRITH, National Americanism Chairman Led by MRS. ALAN M. SCHANEL, National Constitution and Bylaws Chairman
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REPORT OF NATIONAL COMMITTEES

<i>CHILD WELFARE FOREIGN RELATIONS CONSTITUTION AND BYLAWS COMMUNITY SERVICE EDUCATION AND SCHOLARSHIPS ADDRESS</i>	MRS. WALTER H. GLYNN, Chairman MRS. ANTONE DUPIN, Chairman MRS. ALAN M. SCHANEL, Chairman MRS. ROBERT L. JOHNSON, Chairman MRS. RAYMOND LORY, Chairman <i>Dr. John H. Furbay, "THE FOUR DREAMS OF MAN."</i>
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(Continued on next page)

PRESENTATION OF DISTINGUISHED GUESTS
PRESENTATION OF NATIONAL CONVENTION
COMMITTEE CHAIRMEN
BY THE NATIONAL CONVENTION CHAIRMAN,
MRS. A. J. BREAUX

NOMINATION OF NATIONAL OFFICERS

REPORT OF EIGHT AND FORTY MRS. A. L. LA VAQUE, Le Chapeau National

ANNOUNCEMENTS

RECESS 12 NOON

1:30 p.m.

NATIONAL CONVENTION RECONVENES

CALL TO ORDER MRS. LUTHER D. JOHNSON, National President

REPORT OF NATIONAL COMMITTEE

GIRLS STATE MRS. VERNON H. RANDALL, Chairman

PRESENTATION OF 1964 PRESIDENT, GIRLS NATION,
MISS DONNA TUSSING, Maine

GOLDEN MIKE AWARDS CEREMONY

REPORT OF NATIONAL COMMITTEES

RADIO AND TELEVISION MRS. PAUL F. CRITZ, Chairman

MUSIC MRS. HARRY STEBBINS, Chairman

PUBLIC RELATIONS MRS. RUTH BEELER WHITE, Public Relations
Counsel

PRESENTATION OF THE 1963-64 DEPARTMENT PRESIDENTS

REPORT OF NATIONAL COMMITTEES

PUBLICATION MRS. WALTER L. WAITE, Chairman

WOMEN'S FORUM ON

NATIONAL SECURITY MRS. LAWRENCE H. SMITH, Chairman

RETIREMENT OF

NATIONAL PRESIDENT'S COLORS National President's Personal Pages

RECESS 4:00 p.m.

8:00 p.m.

STATES DINNER Grand Ballroom, Junior Ballroom and Ballroom
Assembly—Statler Hilton Hotel

THURSDAY, September 24, 1964

7:30 a.m.-8:00 a.m.

ORGAN RECITAL OF MRS. DARYL ANDERSON, National Convention
STATE SONGS Organist

8:00 a.m.

NATIONAL CONVENTION

RECONVENES Grand Ballroom and Junior Ballroom

CALL TO ORDER MRS. LUTHER D. JOHNSON, National President

(Continued on next page)

*ADVANCE OF NATIONAL
PRESIDENT'S COLORS
INVOCATION
PLEDGE OF ALLEGIANCE*

NATIONAL ANTHEM

*PREAMBLE TO THE CONSTITUTION
OF THE AMERICAN
LEGION AUXILIARY*

National President's Personal Pages
Mrs. JOHN A. STARKEY, National Chaplain
Led by Mrs. STANLEY J. AUTENRITH, National
Americanism Chairman
Led by Mrs. HARRY STEBBINS, National Music
Chairman

Led by Mrs. ALAN M. SCHANEL, National
Constitution and Bylaws Chairman

REPORTS OF NATIONAL COMMITTEES

*LEGISLATIVE
FINANCE
MEMBERSHIP*

Mrs. A. J. RYAN, SR., Chairman
Mrs. HENRY AHNEMILLER, Chairman
Mrs. MERRILL K. SMITH, Chairman

REPORTS ON SPECIAL EVENTS

*LEADERSHIP SCHOOL
THE AMERICAN LEGION
AUXILIARY'S PARTICIPATION
AT THE NEW YORK WORLD'S FAIR*

Mrs. CHARLES B. GILBERT

Mrs. WILLIAM H. CORWITH

RECOGNITION OF PRESIDENTS OF GOAL DEPARTMENTS

*FINAL REPORT OF CONSTITUTION
AND BYLAWS COMMITTEE
FINAL REPORT OF
CREDENTIALS COMMITTEE*

Mrs. ALAN M. SCHANEL, Chairman

Mrs. J. ELMER YOST, Chairman

ELECTION OF NATIONAL OFFICERS FOR 1964-1965

*REPORT OF RESOLUTIONS
COMMITTEE*

Mrs. NORTON H. PEARL, Chairman

UNFINISHED BUSINESS

*INSTALLATION OF
NATIONAL OFFICERS*

Mrs. E. A. CAMPBELL, Past National President,
Installing Officer

*PRESENTATION OF COLORS TO THE
RETIRING NATIONAL PRESIDENT*

By Mrs. LEE W. HUTTON, Past National Presi-
dent

RETIREMENT OF NATIONAL PRESIDENT'S COLORS

ADJOURNMENT

*NATIONAL EXECUTIVE
COMMITTEE MEETING*

(Immediately following adjournment of Na-
tional Convention: In Embassy West)



American Legion Auxiliary

1964 National Convention Committee Chairmen

NATIONAL CONVENTION CHAIRMAN

Mrs. Andre J. Breaux

VICE CHAIRMAN

Mrs. C. K. Lawson

CONVENTION SECRETARY

Mrs. Ruby Goode



CHAIRMEN'S LUNCHEON

Mrs. Billy B. Hester

CONVENTION HALLS AND SEATING

Mrs. R. M. Schott

DISTINGUISHED GUESTS

Mrs. W. A. Cole

EIGHT AND FORTY

Mrs. Otteia Aaron

EXHIBITS

Mrs. Ray J. Reed

FIRST AID

Mrs. Paul Bowman

FLAG REGISTRATION

Mrs. Ann Settles

FLOWERS AND DECORATIONS

Mrs. Juanita Phillips

HOSPITALITY

Mrs. Carl L. Flack, Jr.

INFORMATION

Mrs. W. C. Jones

LOST AND FOUND

Mrs. Walter G. Koehler

MUSIC CONTESTS

Mrs. Clay Ogle

NATIONAL OFFICERS DINNER

Mrs. Harold J. Cooper

PACKETS

Mrs. C. O. Matheson

PAGES

Mrs. James D. Rothermel

PAST NATIONAL PRESIDENTS' DINNER

Mrs. J. B. Martin

POPPY POSTER AND POPPY WINDOW CONTEST

Mrs. Annie Mae Hardage

PUBLICITY

Miss Dolores Brocato

SECRETARIES DINNER

Mrs. Richard L. Smith

STATES DINNER

Mrs. John A. Lakeman

TRANSPORTATION

Mrs. Chester N. Alexander

Texas Fashions

Dallas is an intercontinental fashion center. This distinction is vividly evident in the spring and fall when the outstanding collections of fashion houses from France and Italy are presented for the Dallas buyer.

An increasingly important addition to the feminine world of fashion is the apparel Texas manufacturers offer milady. Fashion created in Texas, by Texans, for women of the world is cued to a carefree elegance and integrity of quality that is most appealing.

As an indication of Dallas' place in this pursuit, it rates manufacturing among the top three in its economic scale and ranks its fashion market as third largest in U. S. A. Texas-made women's and children's apparel finds acceptance among buyers at the rate of \$168-million annually.



now it's Pepsi-for those who think young

Sunshine brings more people out today—and more people bring out Pepsi! Light, bracing Pepsi matches your modern activities with a sparkling-clean taste that's never too sugary or too sweet. And nothing drenches your thirst like a cold, inviting Pepsi-Cola. So think young—say "Pepsi, please!"



*Salon National La Boutique des Huit Chapeaux
et Quarante Femmes
43rd Annual Marche*

Statler Hilton Hotel
Dallas, Texas
September 25 and 26, 1964

OFFICIAL PROGRAM

National Officers



Mrs. A. L. LaVaque
Le Chapeau Nationale



Mrs. Thomas N. Leervig
Le Secretaire-Caissiere



REGISTRATION

Statler Hilton Hotel—Mezzanine

Monday, September 21.....2:00 p.m. to 5:00 p.m.
Thursday, September 24....3:00 p.m. to 9:00 p.m.
Friday, September 25.....9:00 a.m. to 8:00 p.m.

THURSDAY, SEPTEMBER 24, 1964

**PRE-MARCHE
COMMITTEE MEETINGS**

**Child Welfare, Scholarship and National Jewish
Hospital Liaison**

Mrs. Valentine Delles, Mrs. David E. Kisliuk
and Mrs. Mayro Cox, Chairmen

Embassy Ballroom—3:30 p.m. to 5:30 p.m.

Credentials

Miss Corinne Martin, Chairman

El Corralito Room—4:30 p.m. to 5:30 p.m.

Constitution and Bylaws

Mrs. Charles E. Titlow, Sr., Chairman

Gold Room—4:30 p.m. to 5:30 p.m.

Finance

Mrs. J. E. Allen, Chairman

History and Trophy Plaque Display

Mrs. John L. Chambers, Chairman

Bluebonnet Room—Thursday and Friday

Partnership

Mrs. P. O. Kelly, Chairman
Silver Room—4:30 p.m. to 5:30 p.m.

Permanent Organization

Mrs. Eva Coakley, Chairman
El Corralito Room—3:30 p.m. to 4:30 p.m.

Resolutions

Mrs. Herman Edwards, Chairman
Mustang Room—3:30 p.m. to 4:30 p.m.

Rituals and Emblems

Mrs. Harry Knuffman, Chairman
Mustang Room—4:30 p.m. to 5:30 p.m.

Rules and Order

Mrs. Thomas Pugliese, Chairman
Gold Room—3:30 p.m. to 4:30 p.m.

Trophy Plaques and Awards

Mrs. John L. Chambers, Chairman
Bluebonnet Room—3:30 p.m. to 4:30 p.m.

Rehearsal

La Concierge and Pages
Junior Ballroom and Assembly—3:30 p.m. to 5:30 p.m.

DIVISIONAL CAUCUSES

Friday, September 25, 1964—11:00 a.m.
Statler Hilton Hotel

Eastern Division.....Embassy East Room
Southern Division.....Gold Room
Central Division.....Embassy West Room
Western Division.....Silver Room
Northwestern Division.....Mustang Room
Divisional Breakfasts.....Friday, September 25,
9:00 a.m. same room as Divisional Caucus

PRE-MARCHE POUVOIR

Statler Hilton Hotel—Embassy Ballroom
7:30 p.m. Thursday, September 24

La Marche Nationale

STATLER HILTON HOTEL

JUNIOR BALLROOM AND ASSEMBLY

OPENING SESSION FRIDAY,

SEPTEMBER 25.....1:30 p.m.

PROCESSIONAL OF NATIONAL
OFFICERS, CHAPEAUX NATIONAUX
PASSES AND DISTINGUISHED GUESTS

CALL TO ORDER—Le Chapeaux National,
Mrs. A. L. La Vaque

PLEDGE OF ALLEGIANCE TO THE FLAG,
led by Mrs. Frank J. Colwell, La Concierge
Nationale

INVOCATION—Mrs. T. Clyde Finley,
L'Aumonier Nationale

"FLANDERS FIELD"—Mrs. James W. Collins,
Le Demi Chapeau National

"AMERICA'S ANSWER"—Mrs. Stanley E.
White, Le Demi Chapeau National

THE NATIONAL ANTHEM—Mrs. Frank J.
Colwell

ROLL CALL—Mrs. Thomas N. Leervig, La
Secretaire-Caissiere Nationale

READING OF THE CALL TO LA MARCHE
NATIONALE OF 1964

READING OF THE MINUTES OF LA
MARCHE NATIONALE OF 1963

GREETINGS:

Mrs. Louis Armbrrecht, Le Chapeau Departemental of Texas

Honorable Erik Jonsson, Mayor of Dallas

Honorable John Connally, Governor of Texas

Mr. Alvin M. Owsley, National American Legion Convention Chairman

Mr. John E. McKelvey, Department Commander of Texas

(Continued on next page)

Mrs. A. J. Breaux, National American Legion
Auxiliary Convention Chairman

Mrs. Harold J. Cooper, President, Department
of Texas

Mr. Randel Shake, National Director, American
Legion Child Welfare Division

Mr. Ed Wieland, Assistant Director Education
and Scholarship Program, The American
Legion

PRESENTATION OF LES DEMI
CHAPEAUX NATIONAUX AND
INTRODUCTION OF LES CHAPEAUX
DEPARTEMENTAUX

Mrs. William J. McKinley, Eastern Division

Mrs. Glen W. Garrison, Southern Division

Mrs. James W. Collins, Central Division

Mrs. Stanley E. White, Northwestern Division

Mrs. Carl L. Nelson, Western Division

PRESENTATION OF LES CHAPEAUX
NATIONAUX PASSES

Mrs. Harry Kehm

Mrs. Walter L. Davol

Mrs. George Murphy

Mrs. John A. Gordon

Mrs. Hugh McClung

Mrs. Robert N. Haws

Mrs. Raymond Chenault

Mrs. Ellen Louise Warren

Mrs. Dee P. Davis

Mrs. Valentine Delles

Mrs. Edsell Swanner

Mrs. Crawford J. Mortensen

Mrs. D. A. Craig

Mrs. Leo C. Colton

Mrs. Herman Edwards

Mrs. Otis R. Aaron

Mrs. Ray A. Stratton

Mrs. Robert Snow

Mrs. M. Stephen Hunnicutt

Mrs. Charles E. Titlow, Sr.

Mrs. Mayro Cox

Mrs. A. P. Sundry

Mrs. James Michelet

Mrs. C. P. Andrew

Mrs. George G. Speir

Mrs. William J. Schlau

RESPONSE—Mrs. William J. Schlau,
Le Chapeau Nationale Passe

REPORT OF SPECIAL MARCHE
COMMITTEES

RULES AND ORDER—

Mrs. Thomas Pugliese

CREDENTIALS—Miss Corrine Martin

PERMANENT ORGANIZATION—

Mrs. Eva Coakley

NOMINATION OF NATIONAL OFFICERS
FOR 1965

PRESENTATION OF LES MARECHALS:

Mrs. Earlene Wolf

Mrs. Bee Barber

PRESENTATION OF CHAIRMAN OF
PAGES

Miss Clare Clover

PRESENTATION OF NATIONAL PAGES

Mrs. Squire Haworth

Mrs. David Sisson

Mrs. John Vraila

Mrs. Florence Collins

Mrs. Clifford Dutra

PRESENTATION OF LE CHAPEAU PER-
SONAL PAGES

Mrs. William D. Aylstock

Mrs. Adeline Piper

PRESENTATION OF LA SECRETAIRE-
CAISSIERE PERSONAL PAGE

Mrs. Victor S. Nares

REPORT OF NATIONAL OFFICERS

Le Chapeau Nationale—Mrs. A. L. La Vaque
La Secretaire-Caissiere Nationale—Mrs.
Thomas N. Leervig

L'Avocate Nationale—Mrs. Otis R. Aaron

L'Archiviste Nationale—Mrs. Clarence B. Kill-
worth

L'Aumonier Nationale—Mrs. T. Clyde Finley
La Concierge Nationale—Mrs. Frank J. Colwell
Hat Box Editor—Mrs. John A. Gordon

(Continued on next page)

Recess

FRIDAY, SEPTEMBER 25, 1964

7:30 p.m.

MARCHE SESSION

INVOCATION—Mrs. T. Clyde Finley

PLEDGE OF ALLEGIANCE TO THE FLAG
—Mrs. Frank J. Colwell

PRESENTATION OF LOCAL MARCHE

CHAIRMEN—Mrs. Otis R. Aaron, La-
Marche Nationale Chairman

REPORT OF STANDING COMMITTEES
AND INTRODUCTION OF AREA
CHAIRMEN

Child Welfare—Mrs. Valentine Delles

Constitution and Bylaws—Mrs. Charles E.
Titlow, Sr.

Finance—Mrs. J. E. Allen

National Jewish Hospital Liaison—Mrs.
Mayro Cox

Partnership—Mrs. P. O. Kelly

Rituals and Emblems—Mrs. Harry Knuffman

Trophy Plaques and Awards—Mrs. John L.
Chambers

Scholarship—Mrs. David E. Kisliuk

ADDRESS—Dr. Robert I. Kramer, Director
National Cystic Fibrosis Research Center,
Dallas, Texas

GREETINGS:

Mr. Daniel F. Foley, National Commander of
The American Legion

Mrs. Luther D. Johnson, National President
of the American Legion Auxiliary

Mrs. Walter H. Glynn, National Child Wel-
fare Chairman, American Legion Auxiliary

Mr. David V. Addy, National Child Welfare
Chairman, The American Legion

Mrs. Walter W. Andrews, National Rehabili-
tation Chairman, American Legion Aux-
iliary

Miss Doris Anderson, National Secretary,
American Legion Auxiliary

Mrs. Maurice Kubby, National Executive
Committeewoman, Texas

MEMORIAL SERVICE—Mrs. T. Clyde Finley

Recess

SATURDAY, SEPTEMBER 26, 1964

9:00 a.m.

MARCHE SESSION RECONVENES
REPORT OF RESOLUTIONS CHAIRMAN
—Mrs. Herman Edwards

FINAL REPORT OF CREDENTIALS
CHAIRMAN—Miss Corinne Martin

ELECTION OF NATIONAL OFFICERS

ADDRESS—Mr. Richard N. Bluestein, Execu-
tive Vice President of National Jewish Hos-
pital, Denver, Colorado

UNFINISHED BUSINESS—

Report of 1963 Post Marche Special Com-
mittee—Mrs. James Michelet, Chairman

Report of Judge of Elections—Mrs. Loretta K.
Oliger

Welcome
Legionnaires
ANNIN & CO.



Executive Office and Salesroom
85 FIFTH AVENUE
NEW YORK

Factory and General Offices
VERONA, N. J.
BLOOMFIELD, N. J.

DIGBY W. CHANDLER, President
C. RANDOLPH BEARD, JR., Vice President

NEW BUSINESS—

Ratification of Election of Demi Chapeaux Nationaux

Presentation of New Officers

SONG—"Bless Be The Tie That Binds"

Recess

SATURDAY, SEPTEMBER 26, 1964

3:00 p.m.

POST MARCHE POUVOIR

Gold Room, Statler Hilton Hotel

SCHOOL OF INSTRUCTION FOR LES SECRETAIRES-CAISSIERES DEPARTEMENTAUX—Follows Post Marche Pouvoir in Gold Room. Chapeau Departemental please attend if La Secretaire-Caissiere Departementale is not at La Marche Nationale.

SATURDAY, SEPTEMBER 26, 1964

7:30 p.m.

LA MARCHE NATIONALE BANQUET

Grand Ballroom, Statler Hilton Hotel

Installation Of Officers

Presentation Of Le Chapeau National

Passe Pin

Entertainment

Adjournment

SPECIAL MARCHE COMMITTEES

CREDENTIALS

Miss Corinne Martin, *Chairman*, (Arkansas)

Mrs. Henry J. Perner, (Florida)

Mrs. Jessie Falkenhagen, (Colorado)

DISTINGUISHED GUESTS

Mrs. William J. Schlau, *Chairman*, (N. Y.)

Mrs. Crawford J. Mortensen, (Nebraska)

Mrs. James Michelet, (New Mexico)

Mrs. Leo C. Colton, (New Jersey)

Mrs. George G. Speir, (Illinois)

Mrs. Edsell Swanner, (Utah)

Mrs. Harry Kehm, (South Dakota)

Mrs. Robert N. Haws, (Pennsylvania)

Mrs. Robert Snow, (D. C.)

Mrs. Hugh McClung, (Virginia)

PERMANENT ORGANIZATION

Mrs. Eva Coakley, *Chairman*, (Utah)

Mrs. Owen Gleason, (Michigan)

Mrs. Richard Woodhouse, (Massachusetts)

RESOLUTIONS

Mrs. Herman Edwards, *Chairman*, (Oregon)

Mrs. Louis Armbrecht, (Texas)

Mrs. E. D. Munson, (Kansas)

RULES AND ORDER

Mrs. Thomas Pugliese, *Chairman*, (D. C.)

Mrs. Richard Sherman, (Ohio)

Mrs. Hazel L. Brown, (Mississippi)

LES MARECHALS

Mrs. Earlene Wolf, (California)

Mrs. Bee Barber, (South Dakota)

PAGES

Miss Clare Clover, *Chairman*, (Louisiana)

Mrs. Squire Haworth, (Rhode Island)

Mrs. David Sisson, (Alabama)

Mrs. John Vraila, (New Jersey)

Mrs. Florence Collins, (New Hampshire)

Mrs. Clifford Dutra, (Vermont)

JUDGE OF ELECTION

Mrs. Loretta K. Olinger, (New York)

TELLERS

Mrs. Loretta Stringer, (Illinois)

Mrs. Mildred Johnson, (Massachusetts)

Mrs. Pearl Williams, (Indiana)

Mrs. Jessie La Marco, (New Jersey)

LE CHAPEAU NATIONAL PERSONAL PAGES

Mrs. William D. Aylstock, (California)

Mrs. Adeline Pieper, (Hawaii)

LA SECRETAIRE-CAISSIERE NATIONALE PERSONAL PAGE

Mrs. Victor S. Nares, (Illinois)

1964 *La Marche Nationale Local Committees*

<i>LA MARCHE CHAIRMAN</i>	MRS. OTTELIA AARON
<i>VICE-CHAIRMAN AND SECRETARY</i>	MRS. ROSIE LEE HANSON
<i>AIDES TO L'AUMONIER</i>	MRS. OMA KOEHLER MRS. FLORINE BROCK
<i>BADGES</i>	MRS. ANNIE MAE MATTHEWS
<i>BANQUET CHAIRMAN</i>	MRS. ANITA FERGUSON
<i>DECORATIONS</i>	MRS. ELTA PAUL BROWN MRS. BETTY SCHOTT MRS. JUANITA PHILLIPS MRS. BEATRICE WELLS MRS. MARY ALEXANDER MRS. IMA BOGLE MRS. WINNIE REED MRS. CHRISTINE DAMRON
<i>DIVISION BREAKFASTS</i>	MRS. ESSIE JONES
<i>FAVORS</i>	MRS. ANITA FERGUSON MRS. ESSIE JONES MRS. IMA BOGLE
<i>FIRST AID</i>	MRS. HAZEL WEAVER
<i>HALLS AND SEATING</i>	MRS. IONE KUBBY MRS. VIRGINIA BAILEY MRS. BERNICE GOODMAN MRS. ELLEN HUMES MRS. MABLE DARR
<i>INFORMATION, LOST AND FOUND</i>	MRS. THELMA REEB
<i>MUSICIAN</i>	MRS. LUCILLE ARMBRECHT
<i>LOCAL PAGES</i>	MRS. WINNIE REED MRS. LILLIE ZAHIRNIAK
<i>PRESS</i>	MRS. JOSEPHINE DORCEY MRS. GERTRUDE ROMICK
<i>REGISTRATION</i>	MRS. VIRGINIA MASON MRS. ALBERTA MATTHEWS MRS. KATE DEMCHUCK MRS. HELENA BERGERON MRS. CHRISTINE DAMRON MRS. GAYLE COOPER MRS. MADELINE STORY MRS. OMA DUFFEY MRS. ADA HOLMES
<i>TROPHIES AND PLAQUES</i>	MRS. THERESA MATHESON
<i>BANQUET RESERVATIONS</i>	MRS. STELLA LEGNON
<i>HISTORIES AND SCRAPBOOKS</i>	MRS. NITA ROEGELS

they need our help



THE AMERICAN LEGION CHILD WELFARE FOUNDATION...

is symbolic of American Legion service to all American children, guardians of the future. Preventive research for child welfare is the major purpose of the separate fund. The facts gained through research are used in shaping and building the youth of America. Your dollars will help do this vital job.

THE AMERICAN LEGION CHILD WELFARE FOUNDATION
P. O. BOX 1055 INDIANAPOLIS, INDIANA 46206

- ☐ Enclosed find my contribution to the American Legion Child Welfare Foundation.
- ☐ Please send a brochure that tells more about how my contribution will help build a better America through research and development.

NAME _____

ADDRESS _____

Parade Route



PARADE INFORMATION

DATE: September 21, 1964

TIME: 10:00 a.m.

FORMATION AREA:

Industrial Blvd. north and south, and Stemmons Expressway, plus that area on Main Street from Industrial Blvd. east to Houston Street.

STARTING POINT:

Main and Houston Streets.

ROUTE:

East on Main Street.

REVIEWING STAND:

South side of Main Street at corner of St. Paul Street.

DISPERSAL AREA:

Pearl and Central Expressway.

PARADE SEATING:

Seating will be sold only through the official concessionaire who will be operating along the line of march.





Parade Orders

The American Legion National Convention Parade

Monday, September 21, 1964

10:00 A.M.

PARADE CO-CHAIRMEN

L. A. Stewart
Dallas, Texas

Maj. Gen. Harley B. West
Texas ARNG
Comdg. Gen., 49th Arm. Div.
Dallas, Texas

PARADE VICE-CHAIRMEN

B. B. Smith
Dallas, Texas
Capt. Eugene de Kieffer
USN Res.
Dallas, Texas

HONORARY GRAND MARSHAL

James E. Powers
Macon, Georgia

GRAND MARSHAL

Lt. Gen. Robert W. Colglazier, Jr.
Commanding General, IV Army
San Antonio, Texas

DEPUTY GRAND MARSHALS

Maj. Gen. William R. Calhoun
Commanding General, VIII U.S. Army Corps
Austin, Texas

R/Adm. Charles H. Lyman III
USN

Commandant, 8th Naval District
New Orleans, Louisiana

Brig. Gen. Howard W. Moore
Commander, 19th Air Division (SAC)
Carswell AFB, Texas

Maj. Gen. Paul R. Tyler
U S M C
Commanding General, Marine Supply Center
Albany, Georgia

Maj. Gen. Harry Crutcher, Jr.
Texas ANG
Chief of Staff for Air
Dallas, Texas

HONORARY MARSHALS

Jesse Curry
Chief, Dallas Police Dept.

Lt. Gen. Carl Phinney
Comdg. Gen., TNG

Bill Decker
Sheriff, Dallas County

Maj. Gen. Earl Rudder, USA Res.
Continental Army Command

Maj. Guy Smith
Texas Dept. of Public Safety

Maj. Gen. E. S. Simpson, Texas ARNG
Comdg. Gen., 36th Inf. Div.

Maj. Gen. Harley B. West, Texas ARNG
Comdg. Gen., 49th Arm. Div.
(Continued on next page)

PARADE ORDERS

The official parade of the Forty-Sixth National Convention of The American Legion will be governed by the instructions contained herein, together with the Organization and March Time Table and Assembly and Dispersal Area Map, which are made a part hereof.

1. TIME: (All times in these orders are Central Standard).

- (a) The leading element of the parade will move from the "Initial Point" (Main and Houston Streets) promptly at 10:00 A.M., Monday, Sept. 21, 1964, regardless of weather conditions.
- (b) The time and place of assembly for each Department or element of the parade will be shown in detail on the Organization and March Time Table, a copy of which has been mailed to each Department Adjutant and to the Department Parade Chairman. A MEETING OF ALL DEPARTMENT PARADE CHAIRMEN WILL BE HELD AT 11:00 A.M., SUNDAY, SEPT. 20, 1964, IN THE LOUNGE ROOM OF THE BAKER HOTEL.
- (c) A liaison man has been assigned to each Department by the Parade Committee. This liaison man will contact each Department well in advance of the parade and offer every assistance.
- (d) A Parade Official will meet his assigned division at the assembly area, following unloading. He will, with the assistance of the liaison man who has been assigned to the Department, direct the buses toward the route to the dispersal area.
- (e) Because of the nature of the assembly area, accurate logistics are essential. PROMPTNESS IN ARRIVAL AT ASSEMBLY AREA IS MANDATORY.

2. ROUTE:

From the initial point at Main and Houston Streets east to numbered dispersal areas.

3. ASSEMBLY AREAS:

- (a) Assembly areas are indicated on the Organization and March Time Table and Assembly Area Map.
- (b) Additional instructions for each Department will be furnished by the Parade Committee at the meeting of Department Parade Chairmen on Sunday, Sept. 20 at 11:00 A.M. in the Lounge Room of the Baker Hotel.
- (c) Signs carrying Department name will designate the head of each Department assembly point.

(d) Assembly areas are designated as follows:

- (1) ASSEMBLY AREA NO. 1—that area on Industrial Boulevard north from the Commerce Street and Industrial Boulevard intersection to Continental Avenue.
- (2) ASSEMBLY AREA NO. 2—Stemmons Expressway north from the Commerce Street Exit.
- (3) ASSEMBLY AREA NO. 3—south on Industrial Boulevard from the intersection of Industrial Boulevard and Commerce Street.

- (e) Floats will be assembled on Market Street between Main and Commerce facing north. Floats will be fed into their proper delegation as the delegation passes this point. Any other heavy equipment which, because of size cannot negotiate the Main St. underpass, will also use this assembly area.

4. ORGANIZATION:

- (a) All elements have been assigned to Divisions, each under the direction of a Parade Official. The composition of these Divisions, order of march, time and place of assembly is shown on the Organization and March Time Table and Assembly and Dispersal Area Map supplied to Department Parade Chairmen.
- (b) All Department of Defense units will be governed by applicable regulations.
- (c) Each Department Commander or appointed parade representative will be responsible for the order of march and promptness of arrival at the assembly area of all units of his Department—all units conform to the following distribution and formation.
 - (1) MASSED COLORS: Eight (8) abreast. All American flags, the Department and Post colors of each Department, and the Department and Unit colors of each Department of the Auxiliary, will be massed at the head of each Department delegation in that order.
 - (2) American Legion units within Departments will march in formation eight abreast, one and one-half yards between ranks.
 - (3) BANDS AND DRUM CORPS. As directed by Drum Majors, but not to exceed eight (8) abreast.
 - (4) AUTHORIZED FLOATS AND AUTOMOBILES: In single column. No unauthorized floats or automobiles will be permitted to participate.

- (5) No maneuvers except for a forward movement. **THIS IS A MUST.** All violators will be summarily dismissed from the parade.

(d) **DISTANCES:**

- (1) Between Divisions.....30 yards
(2) Between Departments.....20 yards
(3) Between elements
of a Department.....10 yards

5. DISPERSAL AREAS:

Dispersal areas are designated as follows:

- 1—On North Central Expressway between Live Oak and Bryan.
2—East on Main Street beyond Hawkins Street.
3—On Pearl Expressway south from Jackson Street.

6. OFFICIAL REVIEWING STAND:

The official reviewing stand will be located at the corner of Main and St. Paul Streets. Elements will render a salute to the National Commander while passing the reviewing stand (eyes right). Warning signs at 500 and 150 feet will inform all units of the distance to the reviewing stand.

7. ELIGIBILITY TO PARTICIPATE IN THE PARADE AND CONDUCT OF PARTICIPANTS:

- (a) Pursuant to a resolution adopted at a meeting of the National Convention Commission at Miami Beach on March 12, 1960, there will be no participation of any vehicles, equipment or items of wearing apparel of the 40 et 8. This regulation will be enforced by the Parade Committee of the 1964 Convention Corporation.
- (b) With the exception of the police, military and naval escort, and distinguished guests, eligibility to participate in the parade is limited to the members of The American Legion and the uniformed bodies of the American Legion Auxiliary, subject to restriction of the following activities which shall be prohibited in the line of march:
- (1) The drinking of or simulated drinking of intoxicants.
(2) Participants under the influence of intoxicants.
(3) Use of water pistols and electric shocking devices.
(4) Female impersonators.
(5) Firecrackers or other explosives.
(6) Any presentation or representation either immoral or in bad taste.

- (7) Distribution of souvenirs, promotional or advertising material either from floats or by marching units.

- (c) Violators of any of the above rules will be summarily dismissed from the parade.

8. FIRST AID STATIONS:

First Aid Stations will be established at the Assembly Areas, at intervals along the line of march, and the dispersal areas.

9. PARKING OF CHARTERED OR POST BUSES:

After unloading in an Assembly Area, buses will proceed to a designated Dispersal Area along assigned routes under the supervision of the Parade Official assigned as liaison. The liaison official will meet his assigned Division at the Dispersal Point to conduct it to its parked bus. (Personal belongings and all equipment must be removed from the buses when unloading at the Assembly Area.)

ESCORT DIVISION

Assembly Area No. 1
Assemble at 9:00 A.M.
Departure at 10:00 A.M.

(Continued on next page)

BEST WISHES

*for a first-class
convention
and when you're
driving, always*

***Go first-class
...go Phillips 66!***



* A. GRAND MARSHAL

* B. HONORARY GRAND MARSHAL

* C. DEPUTY GRAND MARSHALS

* D. HONORARY MARSHALS

* Transportation for parade dignitaries will meet at the parking lot of the Dallas Memorial Auditorium at precisely 9:00 A.M., Sept. 21, and will be taken by police escort to the proper parade assembly area. Dignitaries are urged to depart from their housing location at such time as to arrive at the Auditorium parking lot by 9:00 A.M.

E. FLYBY:

1. 3 B-58 Bomber Aircraft (Carswell Air Force Base) 6 F-102 Fighter Aircraft (Perrin Air Force Base)
2. 15 F-102 Fighter Aircraft, Texas Air National Guard. 147th Fighter Group (Air Defense), (Ellington Air Force Base). 149th Fighter Group (Air Defense) (Kelly Air Force Base).
3. 6 UH1B Helicopters, 501st Aviation Co., 1st Armored Division, Ft. Hood, Texas.
4. 6 OH-23B Helicopters, 149th Aviation Battalion, 49th Armored Division, Grand Prairie, Texas.

F. MASSED NATIONAL AND SERVICE COLORS

G. 4th UNITED STATES ARMY BAND, FORT SAM HOUSTON, TEXAS

H. U. S. ARMY

1. 2nd Battalion, 46th Infantry, 1st Armored Division, Fort Hood, Texas.
2. 1st Armored Division Band (mounted), Fort Hood, Texas.
3. Honest John Missiles, 1st Battalion, 16th Artillery, 2nd Armored Division, Fort Hood, Texas
4. Armored, Vehicle, Launch, Bridge, 17th Engineer Battalion, 2nd Armored Division, Fort Hood, Texas.
5. 175MM Gun, Full tracked, U.S.A.A.M.S., Fort Sill, Oklahoma.
6. Pershing Missile, U.S.A.A.M.S., Fort Sill, Oklahoma.
7. Nike-Zeus Missile, U. S. Army Air Defense Command.
8. Special Forces (Detachment), Fort Bragg, North Carolina.

I. U. S. MARINE CORPS

1. 1st Marine Division Band, Camp Pendleton, California.
2. Marine Air Detachment, Naval Air Station, Dallas, Texas.

J. U. S. NAVY

1. A-4 Sky Hawk, light attack bomber with air to surface missile.
2. Polaris Sphere, U. S. Department of the Navy, Washington, D.C.
3. U. S. Naval Air Cadet Band, Naval Air Station, Pensacola, Florida.
4. The Flying Rifles (Drill Team), Naval Air Station, Memphis, Tennessee.
5. U. S. Navy Company, Naval Air Station, Dallas, Texas.

K. U. S. AIR FORCE

1. Air Force Band, Sheppard Air Force Base, Wichita Falls, Texas.
2. Hounddog Missile, Department of the Air Force.
3. Bomarc Missile, Department of the Air Force.

L. ARMY NATIONAL GUARD

2. Headquarters, 49th Armored Division, Dallas, Texas.
2. 49th Armored Division Band (mounted), Dallas, Texas.
3. 549 Administrative Company, Dallas, Texas.
4. 149 Aviation Battalion, Grand Prairie, Texas.
5. Headquarters, 2nd Brigade, 49th Armored Division, Ft. Worth, Texas.



This is the Dallas' Memorial Auditorium which will be the focal point of business for the Forty-Sixth Annual National Convention of The American Legion September 18-24, 1964. After completion of Commission and Committee work, the three-day business session of the Convention proper will be conducted in this fully air-conditioned arena with a seating capacity of nearly 10,500. The adjoining parking lot can accommodate 1,100 cars for the convenience of delegates and guests who plan to drive to the Convention city.

6. 2nd Tank Battalion, 112th Armor, Ft. Worth, Texas.
7. Headquarters, 3rd Brigade, 49th Armored Division, Dallas, Texas.
8. 1st Tank Battalion, 112th Armor, Dallas, Texas.
9. Headquarters, 49th Support Command, Dallas, Texas.
10. 249 Signal Battalion, Dallas, Texas.
11. 949 Maintenance Battalion, Dallas, Texas.

M. ARMY RESERVE

1. 90th Infantry Division Band, Dallas, Texas.
2. 3rd Brigade, 90th Infantry Division.
3. 90th Infantry Division Artillery.
4. VIII U. S. Army Corps Troops.

N. AIR FORCE BAND, Lackland Air Force Base, San Antonio, Texas.

O. MARINE CORPS RESERVE

1. 2nd Battalion, 14th Marines, 4th Marine Division, Dallas, Texas.

P. AIR NATIONAL GUARD

1. 136 Air Force Defense Wing (Colors).
2. 531st Air Force Band, Texas Air National Guard, Dallas, Texas.

Q. RESERVE OFFICERS TRAINING CORPS

1. Air Force ROTC, Texas Christian University, Ft. Worth, Texas.
2. Air Force ROTC, Southern Methodist University, Dallas, Texas.

I. DIVISION

Assembly Area No. 3
Assemble at 9:30 A.M.

1. American Legion 1963 National Championship Band.
2. National Colors and 1963 National Championship Color Guard.
- * 3. National Commander, The American Legion.
- * 4. National President, American Legion Auxiliary
- * 5. National Officers.
6. American Legion 1963 National Championship Drum and Bugle Corps.
- * 7. Past National Commanders.
- * 8. Chairman of the Board, American Legion National Convention Corporation of Texas.
- * 9. Society of American Legion Founders.
10. American Legion 1963 National Championship Chorus, Junior Drum & Bugle Corps, Junior Color Guard, Firing Squad, and Motorcycle Drill Team.

11. Seagram Posts' Float
Dispersal Area No. 2.

* Transportation for dignitaries will meet precisely at 9:30 A.M. in the parking lot of the Dallas Memorial Auditorium. Dignitaries will then be taken by police escort to the proper parade assembly area.

12. Foreign and Outlying Departments:
Canada, Panama Canal Zone, Mexico, Italy
Philippines, France.
Dispersal Area No. 1

13. Utah
Dispersal Area No. 3.

II. DIVISION

Assembly Area No. 2
Assemble at 10:00 A.M.

14. Minnesota
(extending back to South Carolina sign)
Dispersal Area No. 1
15. South Carolina
(extending back to Ohio sign)
Dispersal Area No. 3
16. Ohio
(extending back to Hawaii sign)
Dispersal Area No. 3
17. Hawaii
(extending back to Iowa sign)
Dispersal Area No. 3
18. Iowa
(extending back to Wisconsin sign)
Dispersal Area No. 2
19. Wisconsin
(extending back to South Dakota sign)
Dispersal Area No. 1
20. South Dakota
(extending back to Florida sign)
Dispersal Area No. 3
21. Florida
Dispersal Area No. 3

III. DIVISION

Assembly Area No. 1
Assemble at 11:00 A.M.

22. Indiana
(extending back to Oklahoma sign)
Dispersal Area No. 2
23. Oklahoma
(extending back to Maryland sign)
Dispersal Area No. 1
24. Maryland
(extending back to New Jersey sign)
Dispersal Area No. 3

(Continued on next page)

25. New Jersey
(extending back to Nebraska sign)
Dispersal Area No. 1
26. Nebraska
(extending back to North Dakota sign)
Dispersal Area No. 2
27. North Dakota
(extending back to Michigan sign)
Dispersal Area No. 3
28. Michigan
Dispersal Area No. 3

IV. DIVISION

Assembly Area No. 3
Assemble at 11:30 A.M.

29. Idaho
(extending back to Kansas sign)
Dispersal Area No. 3
30. Kansas
(extending back to Connecticut sign)
Dispersal Area No. 3
31. Connecticut
(extending back to Alaska sign)
Dispersal Area No. 3
32. Alaska
(extending back to North Carolina sign)
Dispersal Area No. 1
33. North Carolina
(extending back to Louisiana sign)
Dispersal Area No. 1
34. Louisiana
(extending back to Delaware sign)
Dispersal Area No. 1
35. Delaware
(extending back to Virginia sign)
Dispersal Area No. 3

36. Virginia
(extending back to Alabama sign)
Dispersal Area No. 3
37. Alabama
Dispersal Area No. 2

V. DIVISION

Assembly Area No. 2
Assemble at 12:00 Noon

38. Rhode Island
(extending back to Arkansas sign)
Dispersal Area No. 3
39. Arkansas
(extending back to Illinois sign)
Dispersal Area No. 3
40. Illinois
(extending back to California sign)
Dispersal Area No. 1
41. California
(extending back to Oregon sign)
Dispersal Area No. 3
42. Oregon
(extending back to Vermont sign)
Dispersal Area No. 1
43. Vermont
(extending back to Arizona sign)
Dispersal Area No. 1
44. Arizona
(extending back to Missouri sign)
Dispersal Area No. 1
45. Missouri
Dispersal Area No. 1

The American Legion
takes this opportunity to express our
thanks and appreciation to the
Royal McBee Corporation
for the wonderful support and cooperation given
to us in carrying out the essential functions of the
1964 National Convention

VI. DIVISION

Assembly Area No. 1
Assemble at 1:00 P.M.

46. Pennsylvania
(extending back to Maine sign)
Dispersal Area No. 2
47. Maine
(extending back to New York sign)
Dispersal Area No. 3
48. New York
(extending back to Colorado sign)
Dispersal Area No. 3
49. Colorado
(extending back to New Hampshire sign)
Dispersal Area No. 1
50. New Hampshire
(extending back to New Mexico sign)
Dispersal Area No. 3
51. New Mexico
(extending back to Montana sign)
Dispersal Area No. 1
52. Montana
(extending back to Washington sign)
Dispersal Area No. 1



The Sheraton-Dallas Hotel is the National Headquarters Hotel for the 1964 National Convention, Sept. 18-24, 1964. The National Commander and many other top Legion officials will be housed here, and sessions of a number of National Commissions and Committees are scheduled for the various public meeting rooms of the hotel. The National Commander's banquet will be held in the hotel's Grand Ballroom.

53. Washington
(extending back to Massachusetts sign)
Dispersal Area No. 1

(Continued on next page)

NATIONAL SECURITY COMMISSION SCHEDULE

September 15

Members of the National Security Commission and Committees to arrive at El Paso, Texas. Housing will be in Bachelor Officers Quarters at Fort Bliss.

September 16

Briefings at the Guided Missile Center. Firing of NIKE-HERCULES, HAWK, and NIKE-AJAX missiles. *Reception and Banquet* at Officers' Club, hosted by NSC-C. (Evening)

September 17

Briefings concerning White Sands Missile Test Site. Demonstrations and firing of other Army missiles. Arrive at U.S. Naval Air Station, Dallas, Texas, 5:00 p.m.

September 18

National Security Commission and Committees Meeting in Roof Garden, Adolphus Hotel, Dallas, Texas. *Speakers:* Gen. Lewis Hershey (Department of Defense) and Gen. James Cantwell (National Guard Association). *Business Session.* At 1:30 p.m., buses will leave from Adolphus Hotel for Underground Civil Defense Center, Denton, Texas.

September 19

Carswell Air Force Base (SAC) for briefing session at 8:00 a.m. (Bus transportation will be arranged for departure from downtown Dallas.) Program to include speakers on many phases of National Defense, viewing of display of late model aircraft including the B-58 and a "mock-up" of TFX. *Reception and luncheon.*

September 20

Security Committees will meet at 9:00 a.m. in Roof Garden of Adolphus Hotel to elect an over-all chairman and secretary. Immediately after, the following Committees will meet separately to elect their individual Chairmen and Secretaries:

Aeronautics & Space
Civil Defense
Merchant Marine
Military & Naval Affairs

At this meeting, the above Committees will act upon the resolutions properly before them.

54. Massachusetts
Dispersal Area No. 3

VII. DIVISION

Assembly Area No. 3
Assemble at 1:30 P.M.

55. West Virginia
(extending back to Mississippi sign)
Dispersal Area No. 3
56. Mississippi
(extending back to Tennessee sign)
Dispersal Area No. 2
57. Tennessee
(extending back to Puerto Rico sign)
Dispersal Area No. 1
58. Puerto Rico
(extending back to District of Columbia sign)
Dispersal Area No. 3
59. District of Columbia
(extending back to Georgia sign)
Dispersal Area No. 1
60. Georgia
(extending back to Wyoming sign)
Dispersal Area No. 1
61. Wyoming
(extending back to Kentucky sign)
Dispersal Area No. 1
62. Kentucky
(extending back to Nevada sign)
Dispersal Area No. 1
63. Nevada
Dispersal Area No. 3

VIII. DIVISION

Assembly Area No. 2
Assemble at 1:30 P.M.

64. Texas
Dispersal Areas No. 2 and No. 3

John Neely Bryan, Founder

One of the sights a Dallas visitor will not want to miss is the rustic cabin built by John Neely Bryan, the Tennessean who founded the town of Dallas in 1841.

The cabin, located on the Court House lawn, is in dramatic contrast to the skyscrapers which surround it.

Bryan fell in love and married Margaret Bee-man, whose family was one of several joining Bryan after he founded the then modest village. John and Margaret in 1843 were the first couple to marry in Dallas County.

Bryan was a colorful figure who spent most of his adult life among the Indians. His idea in founding Dallas was to establish an Indian trading post but the Indians fled when the white man began arriving in numbers in the area. So Bryan sold basic necessities, like powder, to the settlers.

Named first postmaster of Dallas, Bryan maintained the office in his rustic home. Duties as postmaster were believed not to have been too burdensome on Bryan. The mail rarely consisted of more than two letters, one of which usually was for the postmaster himself.

In 1855, Bryan fled Dallas under the false impression that he had killed a man and went to the Creek Nation. He remained away until the Civil War, returning to enlist only to find he was too old. He died in 1887 in Austin while his widow lived until 1919, when she died in Dallas.

Dallas is not quite sure how it came by its name. John Neely Bryan, the Tennessean who founded Dallas, has been quoted as saying that "The town was named for my friend Dallas." But it was never known for certain who that friend was.

Dallas County was named for George Miffin Dallas, vice president of the United States under President James K. Polk. But since the town of Dallas was founded before the Philadelphia statesman ran for office, some historians feel that it is hardly likely that Bryan could have known Dallas through President Andrew Jackson in Nashville.

"Hats off to the past, coats off to the future!" as Dallas' unofficial slogan recognizes a rich history with a declaration that the city has no rusty notion of resting on its laurels.

The BRONZE CRAFT Corp.

NASHUA, N. H.

Bronze, Brass and Aluminum Castings

GENERAL HARDWARE

Special Hardware Designed and Engineered

*Suppliers for the American Legion grave marker,
gavel, bell and other items*

THE COVER

46th National Convention / September 18-24 / Dallas, Texas



The American Legion



Dallas, host city to The American Legion's 46th National Convention, glows within an outline of the Lone Star State in this nighttime aerial view in dramatic color.

Clean lines of glass, marble and brick set off the host city's newest structures, playing up the drama of thriving progress and growth. Dallas Illustrator Carroll Collier has caught all this in his full color rendering. Coordination of design effort was provided by Cliff Blackmon and George Watts, both of Dallas, 1964 Convention Corporation Publicity Committee Co-Chairmen.

The 46th Convention is an historic first for Dallas as host to a giant Legion Convention.

The 1964 Convention, however, marks the second time that the Legion—today 2.6-million strong in total membership—has convened its National Convention in the Lone Star State to plan programs and policies and establish goals for another year's work for God and Country by veterans "Still Serving America."

THE AMERICAN LEGION

extends its sincere appreciation to the

Ford Division

of FORD MOTOR COMPANY

for its splendid cooperation in providing

courtesy transportation to American Legion officials

during the 46th ANNUAL NATIONAL CONVENTION

The American Legion CONVENTION BEER PARTY U. S. A.

Monday, September 21, 1964

8:00 P.M.—12 Midnight

**Market Hall
on Stemmons Expressway
Dallas, Texas**

Music by Chuck Arlington and his Orchestra

plus

The Music Men

HOSTS

Anheuser-Busch, Inc.

Carling Brewing Co.

Falstaff Brewing Corp.

Theo. Hamm Brewing Co.

Miller Brewing Co.

Pabst Brewing Co.

Pearl Brewing Co.

Jos. Schlitz Brewing Co.

Coordinated by the U. S. Brewers Association

Admission to Ballroom by Coupon Only*

***Included in your Registration Packet**

"Restricted to registrants 21 years of age or older"

Still Serving America

Join the American Legion



Low-Cost Billboard Boosts Membership

For the wide-awake American Legion organization—whether it be a post, district, county or department—which wishes to enhance its public image and at the same time promote a membership drive, National Headquarters has announced the availability of an eye-catching 24-sheet billboard poster.

The four-color artwork of the poster incorporates the same theme as used in the inside back cover of the September issue of *The American Legion Magazine* and the newspaper co-operative advertising mats now available for the promotion of AL (American Legion) Weeks and Veterans Day.

The complete poster as pictured here is only \$6.00 each, which includes all handling and shipping charges. For just a little more of an investment, the identification of the Legion organization can be imprinted in large, black letters in the lower left portion of the poster, immediately below the line beginning, "Join . . ."

The imprinting of an identification carries an additional charge of \$6.00 for the initial type set-up, plus 25 cents for each poster printed. Thus, one poster with identification would cost \$12.25; ten (10) posters with imprinted identification would be \$68.50, or only \$6.85 each.

Allow at least three weeks for delivery of posters carrying identification and two weeks for posters without the extra imprinting.

Checks, made payable to the National Treasurer, The American Legion, must accompany orders addressed to: National Membership & Post Activities Section, The American Legion, P. O. Box 1055, Indianapolis, Ind. 46206. Please print all information clearly, or write to the above address for convenient order form.

Pryor Was Mayor

Dallas set up its first city administration in 1856, and the first mayor was Dr. Samuel Pryor.

The first permanent city hall was built in 1872. The second building was built in 1914 at the cost of \$700,000. The present city hall was completed in 1956 at a cost of \$2.5-million, and \$1.5-million was spent to remodel

the old building now used as an annex.

When Dallas was incorporated it comprised an area little more than one square mile. Now it covers 277 square miles.

The present council-manager form of government was voted in 1931. The plan has streamlined the municipal system to the point where today Dallas is recog-

nized as having one of the most efficient governments in the nation. The City of Dallas today has over 6,500 employes, with an annual budget of \$82-million.

Need a Car?

*Let Hertz put you
in the driver's seat!*

Call Riverside 1-4611

Zoo

The Dallas Zoo, covering 50 acres in Marsalis Park, maintains an average of 900 mammals, reptiles and birds.

While the zoo hosts an average total of over two-million visitors every year, there is plenty of parking on a nine-acre lot set aside for that purpose.

Among the exhibits are to be found some unusual examples of mammals, reptiles and birds. One of these is a Clouded Leopard from Southeast Asia. This animal, which has an unusually long tail and lives much of the time in trees, is rarely seen in zoos.

The rare and seldom exhibited Siaga Antelope, from Russia, also is to be found at the zoo. Its nose (with a built-in filter) inflates.

The animal likely responsible for the unicorn myth is on hand at the Dallas Zoo. It's the Beisa Oryx, a vicious and hard fighter not often seen in zoos.

The Orager, the wild ass as mentioned in the Bible, is another extremely rare animal that makes its home at the Dallas Zoo. The Orager comes from Persia.

Of course, if you want to see an interesting native U. S. animal with a distinctive characteristic, you visit the area occupied by the Prong Horn Antelope. This is the only animal in the world that sheds its outer sheath of horns.

If you like exotic foods and want to view the makings on the hoof or rather on the claw, you will want to drop around and visit the Iguana, from Mexico and South America and which the natives consider a delicacy.

But if you are like most zoo visitors, you probably won't want to miss the continuous show put on by those old show-offs, the seals. The Dallas Zoo's Sea Lions are sure to keep you entertained as long as you have time to watch.

Dallas Memorial Auditorium was built at a cost of \$8.3-million . . . seats 10,439 in the arena area . . . has a main stage 80 feet long and 40 feet wide . . . has a 1,770-seat theater . . . spacious theater lobby . . . 10 meeting rooms . . . 110,000 square feet of exhibit space . . . air conditioned throughout . . . and parking facilities for 1,100 autos (3,000 auto parking spaces within three blocks of auditorium).

Texas Museum of Natural History presents habitat groups of Southwestern animals and exhibits on geology, birds and plant life. Weekdays, 8 a.m. to 5 p.m., and Sunday, noon to 6 p.m.

The Aquarium has over 3,000 fish and is open weekdays, 8 a.m. to 5 p.m., and Sunday, noon to 6 p.m.

Glamour restaurants are an outstanding visitor attraction in Dallas. Conventions, population growth and an influx of visitors from all parts of the world have stimulated the founding of both public establishments and private clubs that make Dallas a gourmet center.

Dallas visitors will find a variety of eating places to meet almost every taste and every size purse. These range from exclusive and expensive establishments to mass operations that serve quality food at budget prices.

Convention delegates can take advantage of the real west at dude ranches near Dallas that specialize in western outings. One of the features of such outings usually is the traditional rodeo.

Dallas' Market Hall, built only last year at a cost of \$4.2-million to attract trade shows, public exhibits and similar events, has an exhibit area of 213,000 square feet. A total of 1,332 booths can be accommodated in this area. The hall is only 10 minutes from downtown Dallas.

**KNOW YOUR AMERICAN LEGION . . .
LEARN THROUGH THE MAIL!**

Enroll in the 19th term

OF

**THE AMERICAN LEGION
EXTENSION INSTITUTE**



PREPAREDNESS

A strong, experienced, *ready* merchant marine is one of our nation's key weapons.

Moore-McCormack Lines plies four major world trade routes in world trade and pleasure cruising. At the same time it is maintaining the training, discipline and alertness of its officers and the readiness of its ships. This makes for a strong Naval Reserve.



2 BROADWAY • NEW YORK 4, N. Y.

MOORE-McCORMACK LINES

CONGRATULATIONS TO
AMERICAN LEGION

on the occasion of its
46th ANNUAL CONVENTION



SUN OIL COMPANY

Philadelphia, Pa.

Producers - Refiners - Marketers
Quality Petroleum Products



This Week

M A G A Z I N E

CIRCULATION 13,000,000



Roland G. "Rollie" Fingers made baseball history in Little Rock, Arkansas, as the star pitcher for The American Legion Baseball World Series 1964 Champions—Upland Post No. 73 of Upland, California. The 18-year-old youth from Cucamonga, California, had the distinction of winning two of three individual awards made in the tournament, Player of the Year and Batting Champion (.450). Baseball experts predict even greater glory for the versatile player in the Great Game's future.

American Legion Extension Institute

The American Legion Extension Institute is a home study plan designed to give a complete course of instruction in not only the history of the Legion but also the programs and services which can be developed by an American Legion organization for the benefit of community, state, and Nation.

Students receive monthly lessons and check their own progress by a series of questions at the end of each lesson. Upon successful completion of a final examination submitted to National Headquarters, they receive a handsome graduation certificate. Nearly 58,000 veterans have participated in The American Legion Extension Institute. They are Legionnaires of distinction, many of whom hold trusted positions of leadership throughout the vast framework of the world's largest veterans organization.

The challenges of tomorrow—the noble accomplishments which can bring even greater esteem to our organization—await the competent decisions and ambitious actions of dedicated American Legion leaders in the communities of the Nation. The results of such decisions and undertakings will depend heavily upon a leadership which is thoroughly acquainted with the rich heritage of The American Legion and its worthy programs which have been erected on a solid foundation of noble principle.

We Salute
the Delegates and Alternates
to the
1964
National Convention
of
THE AMERICAN LEGION



FOUNDED 1850

THE *United States Life*
INSURANCE COMPANY IN THE CITY OF NEW YORK
THE OLDEST STOCK LIFE INSURANCE COMPANY IN AMERICA

ENROLLMENT APPLICATION American Legion Extension Institute

P. O. Box 1055
Indianapolis, Ind. 46206

Enclosed is total payment of \$..... for
..... enrollments in the 19th term of The
American Legion Extension Institute. Send
the home study course to those listed here-
with.

Name.....
(Last) (First) (Middle)

Address.....

City..... State..... Zone or
ZIP Code.....

Card No..... Post or
Unit No.....
(Important!)

Cost: 1 to 4 @ \$6.00 ea.; 5 to 9 @ \$4.00
ea., 10 or more @ \$3.00 ea.; based on all
sent in one order. For more than one enroll-
ment, attach complete information, as re-
quested above on plain sheet of paper. Make
checks payable to: National Treasurer, The
American Legion.



Past Officer Button



Diamond Set



Present Officer Button



Midget Button



Regulation Button



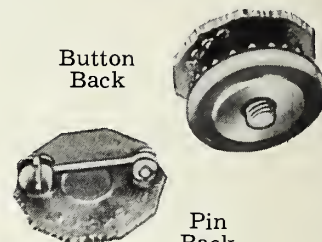
Diamond Set Button



Past Officer Rings



Music Button



Button Back

Pin Back



Past Officers' Pin Set



Past District President Attachment



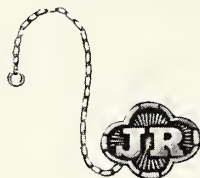
Past County President Attachment



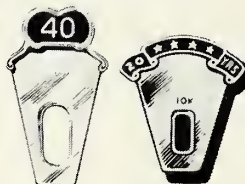
Clutch Back Button



Separate Chains and Guards



Junior Members Attachment



Continuous Membership Attachments



Continuous Membership Buttons



Blue Star and Gold Star Membership Pins



Past President Fob Pin



Tie Tack



Year Bars



Tie Chain
Tie Bar
Cuff Links

Above are only a few of the hundreds of items of Legion and Auxiliary jewelry available to members at the 3 sales stores in Dallas, Texas. The main store will be located at 1309 Commerce Street (next to Hotel Adolphus). Complete and detailed information regarding other locations, store hours, etc., can be found elsewhere in the program.

Points Of Interest

Texas Hall of State in Fair Park is a point of high interest to convention and other visitors to Dallas.

Murals, statuary and the Museum of Texas History are features. Dedicated to the heroes of Texas history, the museum is open weekdays, 9 a.m. to 5 p.m., and Sundays, 2 to 6 p.m.

Other Dallas attractions in Fair Park are:

Dallas Museum of Fine Arts is one of five regional centers of art in the United States. The museum features exhibits of regional, American, Southwestern, European and Central and South American works of art. Tuesday, Thursday, Friday and Saturday, 10 a.m. to 5 p.m.; Wednesday, 10 a.m. to 8 p.m.; Sunday, 2 to 6 p.m.; closed Monday.

Dallas Garden Center features permanent displays of plants Monday through Friday, 10 a.m. to 5 p.m., and Saturday and Sunday, 2 to 5 p.m.

Dallas Museum of Health and Science is open weekdays, 9 a.m. to 5 p.m., and Sunday, 2 to 6 p.m.



You honor us . . .

Legionnaires are known around the world as defenders of the American way of life.

We are honored, therefore, to be associated with you in your effort to provide insurance for your families.

Your interest in protecting those who depend on you is another example of your belief in the American way of life.

OCCIDENTAL LIFE

Insurance Company of California

(Underwriters of the American Legion Insurance Plan)

**"DRIVE WITH
CARE
AND BUY
Sinclair"**



SINCLAIR REFINING COMPANY • 600 Fifth Avenue, New York 20, N.Y.



Annual Report

The last 36 pages of this Official Program of the 46th National Convention contain a brief Annual Report for 1963-64. In accordance with the requirements of The American Legion's Congressionally-granted Charter, a completely detailed report has been assembled and will be presented to the Congress for publication. However, this full report will not be available in printed form until early in 1965.

Believing that the delegates to the National Convention are entitled to receive a concise statement of the activities and achievements of the past year, your National Headquarters includes this pictorial report as a part of the Official Program. In this way, we are assured that every delegate (and, in fact, everyone who registers for the Convention) will receive this condensed Annual Report.

May we also add that this considerable addition to the Official Program would not have been possible without our numerous advertisers. We commend the ads published in this Program to your attention.

The legend of the cover of the 1964 condensed annual report of The American Legion, "Still Serving America," is a verity concerning Legionnaires and one which American Legionnaires and the American people will be seeing and hearing a great deal more about in the year ahead.

During 1964, The American Legion observed the 45th anniversary of its founding, and throughout that period American Legionnaires have served America faithfully and well in a multitude of endeavors ranging from helping to keep our nation strong to lending a helping hand to little children who were in need of help.

The American Legion believes that the soldier who has served his nation in time of war has earned one right to be cherished above all others—the right to continue to serve his God and his country in time of peace.

In every community where there is an American Legion Post you can find these Legionnaires "Still Serving America." You will find them on the baseball diamonds teaching youngsters the game of baseball and the game of life. You will find them leading Boy Scout troops. You will find them taking a leading role in the affairs of their communities. You will find them taking to the public platform to espouse the causes of Americanism, of freedom and of justice.

Among these men devoted to the service of God and country we find a very select group of some 75,000 American Legionnaires. These are the men who are privileged to carry the 45-year continuous membership card of The American Legion—men who have served America practically from the founding days of The American Legion. These are men whose love of God and loyalty to country has endured through periods of adversity, of trial and crises, and we take this occasion during our 45th anniversary year to give a special salute to our 45-year members.



The 46th Annual Report
of The American Legion . . .
Nineteen Hundred and Sixty-Four

Among The American Legion's more than 2,600,000 members we find people from all walks of life, farmers, factory workers, doctors, lawyers, mayors and governors. All of these men qualify under the legend "Still Serving America" for they have put the cause of service above self—they are American Legionnaires.

E. A. Blackmore

E. A. BLACKMORE
National Adjutant

The American Legion Forty-Sixth Annual Report

A full, detailed report has been submitted to the Congress of the United States in accordance with the provisions of Public Law 249, 77th Congress, approved September 18, 1941.



DANIEL F. FOLEY
(Minnesota)
National Commander
1963-64



E. A. BLACKMORE
(Wyoming)
National Adjutant

National Organization

The National Headquarters of The American Legion is located in Indianapolis, Indiana. However, to operate most effectively, certain staff functions are located in the Washington, D. C., offices of the Legion, and in New York City, with several field representatives located in strategic areas throughout the country.

For example, our rehabilitation, national security and legislative operations are located in the nation's capital since the vast majority of their work requires close liaison with the Congress of the United States and with various agencies of the federal government. The headquarters of The American Legion Magazine is in New York City, a major publishing center. The midwest location of National Headquarters proper makes it more readily accessible to Posts and Departments and helps to speed required services to the field.

The National Commander is the chief executive officer. He and five National Vice Commanders and the National Chaplain are elected by the National Convention to serve until the following National Convention.

Daniel F. Foley, of Wabasha, Minnesota, an Army veteran of World War II, was elected National Commander at the closing session of the 1963 National Convention in Miami Beach, Florida. American Legion achievements under his leadership are outlined in this condensed annual report.

National Adjutant E. A. Blackmore, appointed by the National Commander and confirmed by the National Executive Committee, is the organization's chief administrative officer with responsibility for directing the activities of the National Headquarters staff to best serve the needs of this vast organization of more than 2,600,000 American Legionnaires.

National Vice Commanders



EARL D. FRANKLIN, JR.
(Colorado)



EMILIO S. IGLESIAS
(Vermont)



GARLAND D.
MURPHY, JR., M.D.
(Arkansas)



GEORGE EMORY
SIPPLE
(Wisconsin)



HARRY WRIGHT
(Mexico)



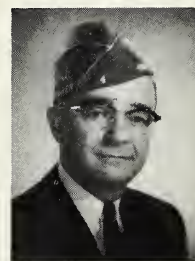
REV. JOHN J.
HOWARD
(Virginia)
National Chaplain



H. ARMAND
DE MASI
(Italy)
National Historian



BERTRAM G. DAVIS
(New York)
National
Judge Advocate



FRANCIS POLEN
(Indiana)
National Treasurer

The National Executive Committee

Between National Conventions, the administrative authority of The American Legion is exercised by the National Executive Committee composed of the National Commander, the five National Vice Commanders, National Chaplain, and one committeeman (plus alternate) elected by each Department. Past National Commanders are life members of the NEC without vote. The NEC appoints the National Adjutant, Treasurer, Judge Advocate and Historian. The NEC also has full and complete control over the annual budget.

National Executive Committeemen

Alabama.....	<i>Hugh W. Overton</i>
Alaska.....	<i>Herald E. Stringer</i>
Arizona.....	<i>Soleng Tom</i>
Arkansas.....	<i>Claude Carpenter</i>
California.....	<i>Roscoe T. Morse</i>
Canada.....	<i>Francis S. Kaszas</i>
Colorado.....	<i>Robert Grauberger</i>
Connecticut.....	<i>Joseph G. Leonard</i>
Delaware.....	<i>Dr. Park W. Huntington</i>
District of Columbia.....	<i>Frederick H. Livingstone</i>
Florida.....	<i>E. Meade Wilson</i>
France.....	<i>Sedley Peck</i>
Georgia.....	<i>W. D. Harrell</i>
Hawaii.....	<i>Wallace C. S. Young</i>
Idaho.....	<i>Douglas D. Kramer</i>
Illinois.....	<i>John H. Geiger</i>
Indiana.....	<i>Dr. Fred N. Daugherty</i>
Iowa.....	<i>Ward M. Loftus</i>
Italy.....	<i>Sexson E. Humphreys</i>
Kansas.....	<i>Bob Kubat</i>
Kentucky.....	<i>Kenneth Fern</i>
Louisiana.....	<i>Henry Clay</i>
Maine.....	<i>William J. Rogers</i>
Maryland.....	<i>David L. Brigham</i>
Massachusetts.....	<i>Gabriel T. Olga</i>
Mexico.....	<i>Norbert W. Schmelkes</i>
Michigan.....	<i>William J. Clarahan</i>
Minnesota.....	<i>Eugene V. Lindquist</i>
Mississippi.....	<i>Ralph M. Godwin</i>
Missouri.....	<i>Roy L. Carver</i>
Montana.....	<i>Neil Shepherd</i>
Nebraska.....	<i>Edward T. Foster</i>
Nevada.....	<i>Thomas W. Miller</i>
New Hampshire.....	<i>Raymond F. Mudge</i>
New Jersey.....	<i>William G. McKinley</i>
New Mexico.....	<i>W. Peter McAtee</i>
New York.....	<i>Louis E. Drago</i>
North Carolina.....	<i>W. D. Robbins</i>
North Dakota.....	<i>Jack Williams (Acting)</i>
Ohio.....	<i>Merle F. Brady</i>
Oklahoma.....	<i>Gene Hassman</i>
Oregon.....	<i>Karl L. Wagner</i>

Panama, C. Z.....	<i>George A. Black, Jr.</i>
Pennsylvania.....	<i>Walter E. Alessandrini</i>
Philippines.....	<i>Jose J. de Guzman</i>
Puerto Rico.....	<i>Gilberto M. Font</i>
Rhode Island.....	<i>John A. Ryer</i>
South Carolina.....	<i>E. Roy Stone, Jr.</i>
South Dakota.....	<i>Glen R. Green</i>
Tennessee.....	<i>William S. Todd</i>
Texas.....	<i>J. Walter Janko</i>
Utah.....	<i>William E. Christoffersen</i>
Vermont.....	<i>Simon J. Godfrey</i>
Virginia.....	<i>L. Eldon James</i>
Washington.....	<i>Russell I. Grob</i>
West Virginia.....	<i>L. O. Bickel</i>
Wisconsin.....	<i>Gilman H. Stordock</i>
Wyoming.....	<i>C. B. Metz</i>

Past National Commanders

<i>Hanford MacNider</i>	Iowa
<i>Alvin M. Owsley</i>	Texas
<i>John R. Quinn</i>	California
<i>Henry L. Stevens, Jr.</i>	North Carolina
<i>Louis Johnson</i>	West Virginia
<i>Ray Murphy</i>	Iowa
<i>Harry W. Colmery</i>	Kansas
<i>Daniel J. Doherty</i>	Massachusetts
<i>Stephen F. Chadwick</i>	Washington
<i>Raymond J. Kelly</i>	Michigan
<i>Milo J. Warner</i>	Ohio
<i>Lynn U. Stambaugh</i>	North Dakota
<i>Warren H. Atherton</i>	California
<i>Edward N. Scheiberling</i>	New York
<i>Paul H. Griffith</i>	Pennsylvania
<i>James F. O'Neil</i>	New Hampshire
<i>S. Perry Brown</i>	Texas
<i>George N. Craig</i>	Indiana
<i>Erle Cocke, Jr.</i>	Georgia
<i>Donald R. Wilson</i>	West Virginia
<i>Lewis K. Gough</i>	California
<i>Seaborn P. Collins</i>	New Mexico
<i>J. Addington Wagner</i>	Michigan
<i>W. C. Daniel</i>	Virginia
<i>John S. Gleason, Jr.</i>	Illinois
<i>Preston J. Moore</i>	Oklahoma
<i>Martin B. McKneally</i>	New York
<i>William R. Burke</i>	California
<i>Charles L. Bacon</i>	Missouri
<i>James E. Powers</i>	Georgia

MAN ON THE MOVE

National Commander Daniel F. Foley's year of service saw him tour distant foreign points and take part in many activities. 1. Inspection tour of Caribbean Sea Frontier by the Commander included visit to U. S. Naval Base at Guantanamo Bay, Cuba. 2. Commander Foley's hand is raised in victory by outgoing Commander Powers following election at Miami Beach Convention. 3. Commander confers with General Maxwell D. Taylor as the Chairman of the Joint Chiefs of Staff. 4. FBI Director J. Edgar Hoover greets Commander Foley as the latter addresses a graduating class of the FBI National Academy. 5. Veterans affairs has to be the subject of this conversation between Commander Foley and Rep. Olin Teague, Chairman of House Veterans Affairs Committee. 6. Madam Chaing Kai-Shek received Commander Foley and Legion delegation on visit to Nationalist Chinese stronghold of Formosa. 7. Commander Foley and U. S. Sen. Eugene J. McCarthy, of Minnesota, share the platform at the Women's Forum on National Security in Washington, D. C. 8. Recognition of the Legion's sponsorship of Scouting is accorded Commander Foley during Boy Scout Week. 9. Commander joins in observance of Veterans Day, 1963, in ceremonies in National Headquarters city. 10. In an international goodwill gesture the Commander presents a tool kit to Mexican school children on behalf of delegates of Maryland Boys State.

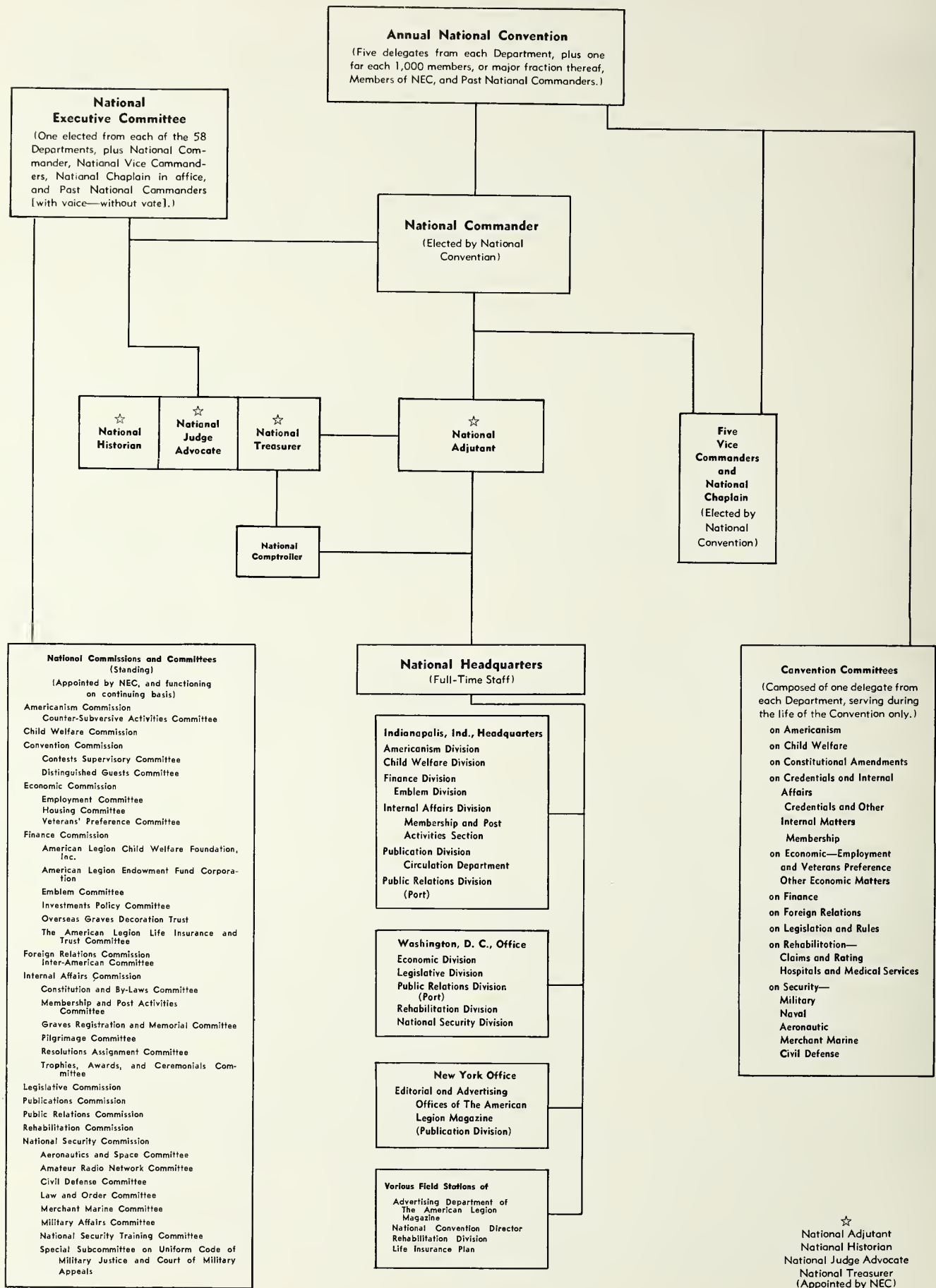




Solemn and Stately Moments

TOP: National Commander Daniel F. Foley leads a delegation of some 2,000 Legionnaires and guests in memorial tribute to the late President John F. Kennedy. LOWER LEFT: President Lyndon B. Johnson receives Commander Foley on official visit soon after assuming presidency. LOWER RIGHT: For the last time, the "Old Soldier," General Douglas MacArthur, receives a National Commander of The American Legion.

The National Organization of The American Legion



National Commission Chairmen



Daniel J. O'Connor (N. Y.)
Americanism



David V. Addy (Mich.)
Child Welfare



James V. Demarest (N. Y.)
Convention



John J. Flynn (Calif.)
Economics



Harold P. Redden (Mass.)
Finance



Thomas E. Whalen (N. D.)
Foreign Relations



Herbert J. Jacobi (D. C.)
Internal Affairs



Clarence H. Horton (Ala.)
Legislative



William C. Doyle (N. J.)
National Security



Dr. Charles R. Logan (Ia.)
Publications



C. D. DeLoach (D. C.)
Public Relations



Robert M. McCurdy (Calif.)
Rehabilitation

AMERICANISM

Daniel J. O'Connor (New York), *Chairman*
Maurice T. Webb (Georgia), *Director*

The American Legion, through its National Americanism Commission and the Americanism activities of more than 16,000 Posts, endeavors to hand down to the youth of our country, the heritage of which we are all so proud. The positive youth programs, sponsored by the Americanism Commission, continue to provide to the youth of our nation a means of participating in our form of government and also provide a means of expressing their approach to our democratic form of government.

The Americanism Council, with members located throughout the country, were provided with appropriate materials for promoting the positive programs of Americanism in their particular locality. The Commission will continue to utilize the services of the members of the Americanism Council in promoting more effectively the already established programs of the Americanism Commission.

The working relationship between The American Legion and Boy Scouts of America continues to be a most effective operation. American Legion Posts sponsored more than 4,000 Boy Scout Units during the past year.

American Legion Posts continue to cooperate with Boys' Clubs of America, serving in many instances as the organizer of other groups within the community in building much needed Boys' Clubs facilities in communities throughout the nation.

The Boys State and Boys Nation programs continue to provide actual participation in our political form of government through training conducted on college campuses in each of the fifty states, which culminated with the Boys Nation program conducted last July on the campus of the University of Maryland, near Washington, D. C. Twenty-eight thousand outstanding young men participated in the Boys State program.

The American Legion Baseball program continues to provide training in the American pastime and, at the same time, teaches the qualities of good sportsmanship to many thousands of young men throughout our nation.

The 1964 American Legion Baseball World Series was held at Little Rock, Arkansas, August 24-31. National Commander Foley presented The American Legion Baseball Graduate of the Year Award to Warren Spahn, of the Milwaukee Braves, on July 15. This is an annual Award presented to a graduate of American Legion Baseball, who best exemplifies the program's principles in professional baseball.

The Education and Scholarship program provided service to young people, parents and teachers. **NEED A LIFT?**, the career and scholarship handbook, is one of the most respected publications in this area of operation in the country. Copies of **NEED A LIFT?** will be found on the shelves of practically every high school library in the United States, and young people searching for scholarship assistance find this publication very useful.

A pamphlet entitled, **A GUIDE FOR PARENTS AND STUDENTS**, which gives valuable information in plan-

ning for a young person's college education, has been given wide distribution. This brief publication has been provided by many American Legion Posts to every high school student within the community. The American Legion Auxiliary has done yeoman service through distribution of this particular publication.

The National High School Oratorical Contest for 1964 was concluded in Tampa, Florida, on April 16, 1964, with the following results:

First Place—David Bruce Marth, Wausau, Wisconsin, \$4,000.00 Scholarship.

Second Place—Christopher Kenney, Norwood, Massachusetts, \$2,500.00 Scholarship.

Third Place—Gary D. Priour, Ingram, Texas, \$1,000.00 Scholarship.

Fourth Place—Donald L. Burnett, Jr., Pocatello, Idaho, \$500.00 Scholarship.

The Oratorical and Boys Nation programs are approved by the National Association of Secondary School Principals each year. The 1965 National Finals Contest will be held in Portland, Oregon, on April 8, 1965.

The Americanism Commission provides liaison service to the National Chaplain and the Department Chaplains, and, during this past year, the **BACK TO GOD HAND-BOOK** was completely revised and redesignated as the **SERVICE TO GOD AND COUNTRY HANDBOOK**. Each Past National Chaplain was provided with a laminated Certificate of Appreciation for his service and a plaque is being placed in National Headquarters containing the names of each National Chaplain of The American Legion since 1919.

The Chairman testified on Prayer and Bible-Reading in Public Schools, before the House Judiciary Committee on May 21. He also testified on other mandated positions of the organization during the year.

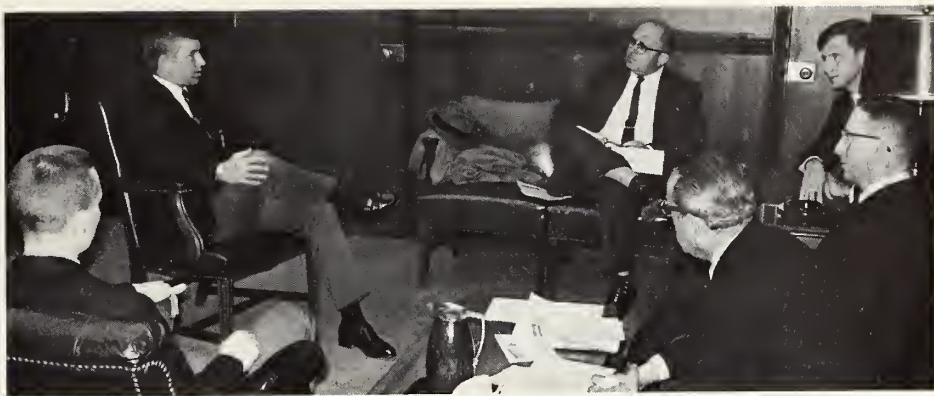
Another activity this Commission carried out during the past year was the "Bells of America Ringing for Freedom" on July 4.

Other programs within the broad scope of Americanism carried out by the Commission include, but are not limited to: American Education Week, Observance of Patriotic Holidays, Marksmanship, distribution of **GUIDELINES FOR TEACHING ABOUT COMMUNISM** for teachers, and other programs.

COUNTER-SUBVERSIVE COMMITTEE REPORT

Dr. J. E. Martie (Nevada), *Chairman*

The Counter-Subversive section of the Americanism Commission continues to provide valuable services to Posts, Counties, Districts and Departments. Requests for information have been handled promptly and only factual information furnished. This section continues to publish the counter-subversive publication **FIRING LINE** and continuous efforts are made to improve the format, readability and content of this publication. Reception to the publication has been favorable and subscribers are on the increase. A Counter-Subversive Manual is being prepared and will be available to Posts, Counties, Districts and Departments early in the next American Legion year.



Americanism's four "Top-Teens" representing baseball, Scouting, Oratorical Contest and Boys Nation conduct press conference in Washington, D. C.



Following their own news conference the "Top-Teens" attended a Presidential news conference and met President Lyndon B. Johnson personally.



Left to right are first through fourth place winners of the 1964 National Oratorical contest.



Action at home plate in American Legion baseball game. More than 1,800 teams were certified for Legion championship competition during 1964.





National Commander meets 1964 National Foundation poster child on visit to National Headquarters. Legion has encouraged support of Foundation for many years.

CHILD WELFARE

David V. Addy (Michigan), *Chairman*

Randel Shake (Indiana), *Director*

Yesterday's Progress and Tomorrow's Children

For the past two years The American Legion Child Welfare program has been concerned with the challenge of change. All adults are well aware that the past 40 years, which is the age of The American Legion's Child Welfare program, have been years of tremendous alteration in our culture—our way of life.

Appraising the effects of these changes on our children is an awesome experience, for the welfare of children is inseparably interwoven in the welfare of the nation and the society of which they are a part. The lives of children, which are the seeds of the future, are nourished for better or worse by events and forces over which neither they nor their parents have much individual control.

What has been the effect of atom bombs and electric razors; of radar and space travel; of frozen vegetables and the United Nations; of bubble-gum and bulldozers? Answers to these questions and thousands like them would help establish bench-marks to measure our child welfare successes or failures. Yet with all the changes in our way of life and living, the first 40 years of The American Legion's Child Welfare effort stands as glittering proof of a democracy's ability to move with the times and adapt its principles to the needs of the day without weakening those principles.

As history has shown, The American Legion has met new problems in the past with imagination and inventiveness. Long before anyone heard of the "new deal" or the "fair deal," The American Legion originated the "square

deal" for every child. Long before there was a program of Assistance to Families with Dependent Children, The American Legion was giving cash assistance to keep children in their own homes. During the year ended May 31, 1964, The American Legion and its affiliated organizations contributed a total of \$7,965,330.74 to the cause of child welfare, bringing the total contributions to this program to more than \$191,000,000 since the program was formally inaugurated in 1925. Long before anyone heard of "federal grants to the states," The American Legion nationally was making grants to Departments to help them build an adequate child welfare program. Long before anyone heard of a Social Security program with its old age, survivors and disability benefits, The American Legion had created just such a program for veterans and their dependents. And long before anyone recommends a guaranteed college education for everyone in the United States mentally able to pursue it, The American Legion had created such a guarantee for all World War II and Korean veterans.

Our recent study of change as it affects our children has indicated that today it is even more imperative to adjust our concepts and methods while continuing to fight for our principles with even greater strength. Urgent new problems of children and youth are arising with little tradition for solution. What precedent does exist finds application difficult in modern, urban America. As in all history, social concepts are lagging far behind physical change—yet—if answers are to be found our social thinking must at least approximate our physical progress. So once again the situation calls for a high degree of ingenuity if the children of tomorrow are to have their chance.



Auxiliary of Department of Pennsylvania presents check for \$25,000 to Pittsburgh Children's hospital for research in childhood diseases.

Currently (and perhaps for years to come) the Child Welfare program is concerned with the million teenagers who are out of school and out of work; the fact that juvenile court cases have almost tripled in the past two decades; that the number of children who are physically abused by adults is increasing rapidly; that 150,000 children annually lose all or part of their vision and most of them needlessly; that the use of dangerous drugs by children and young people has tremendously increased and is the cause of many vicious crimes of all kinds; that automation is producing more leisure time with most communities failing to give much thought to the needed increase in recreation and leisure time activities; that one child in ten who is in school is so mentally ill or emotionally disturbed as to require psychiatric service; that more than 120,000 children are born mentally retarded each year with little planning for their care and training; that archaic residence requirements deny needed services to many children simply because they haven't lived in a given place long enough; that our public assistance for dependent children is so grudgingly provided in the majority of cases as to force our children further into poverty and despair. These and a host of similar problems fairly cry for solution, in this the most affluent nation in the world.

Yes, our inventiveness is a matter of record, but as all inventors know every idea does not work perfectly every time. We must expect some failures. But both as an organization and as a nation we have never been willing to "let tomorrow take care of itself." It remains our responsibility, therefore, to again help America INVENT TOMORROW for our children.



Legionnaires present check to hospitalized veteran to help care for his children during his convalescence.



Dr. Garland Murphy, National Vice Commander, presents Child Welfare Foundation check for \$15,000 to University of Arkansas Medical school for research in the virus diseases of children.

AMERICAN LEGION CHILD WELFARE FOUNDATION, INC.

L. Eldon James (Virginia), *President*
Randel Shake (Indiana), *Executive Secretary*

Nineteen hundred and sixty-four marks the fortieth year of The American Legion's interest in, and work for, children. It also records the tenth anniversary of The American Legion Child Welfare Foundation—the newest part of its child welfare program.

During this period the Foundation has received well over a quarter million dollars in memorials, contributions, bequests and earnings—and all without a fund-raising drive.

Of more importance is the nearly two hundred thousand dollars in grants which the Foundation has made in pursuit of its purpose to prevent as many social and physical ills as possible. Grants have been made in the fields of delinquency, mental health, retarded children, cystic fibrosis, treatment of speech disorders, prevention of blindness and pediatric virology—to name but a few.

The Foundation is one of the modern techniques developed by The American Legion for the benefit of the children of America. As a tax-exempt organization it offers the donor benefits as well, for not only can he feel he is helping leave the world a better place than he found it, but his contributions are tax deductible in addition.

During the last half of the 20th century, many of the problems of children can only be improved by additional research. The American Legion, through its Child Welfare Foundation is proud to be contributing to this effort with such striking results.



Mrs. Eleanor LaVaque, Le Chapeau Nationale of the Eight and Forty, presents Commander Foley with check for \$3,000 for continuing child welfare efforts.



TOP: Past National Commander Preston J. Moore addresses delegates from floor mike during the Miami Beach Convention. CENTER: Secretary of State Dean Rusk addresses the National Commander's banquet. BOTTOM: Special Forces unit such as those serving in South Viet Nam, demonstrated skills to conventioners, and participated in the Convention Parade.

NATIONAL CONVENTION

James V. Demarest (New York), N. Y., *Chairman, National Convention Commission*

Ben H. Wooten (Texas), *Chairman of the Board, American Legion National Convention Corporation of Texas*

Alvin M. Owsley (Texas), *President, American Legion National Convention Corporation of Texas*

William H. Miller (Oregon), *National Convention Director*

If you could compare The American Legion to a business corporation, the National Convention might be considered the annual meeting of the stockholders. Delegates, of which there are nearly 3,000, are elected from their home states. Assembled in annual convention, they are the highest governing body of the organization. They elect the National Commander, Chaplain, and five Vice Commanders. They dispose of more than 500 resolutions and set the policies and programs for the coming year, including the legislative proposals which the Legion will make to Congress.

Handling the National Convention is a man-sized undertaking for any city and its local Legionnaires. The selection of convention sites and the broad planning of the annual reunion are the responsibility of the National Convention Commission. However, local arrangements, including financing, are managed by Convention Corporations, formed in each host state for this sole purpose.

The National Convention Commission in meetings held since the last Convention in Miami Beach, Florida, has received bids from the following cities interested in hosting the National Convention: Philadelphia, New York City, Honolulu, D. of C., Detroit, Boston, Indianapolis, New Orleans, Baltimore, Minneapolis, and Atlantic City. A tentative award had been in effect to the City of Philadelphia to host the 1965 Convention, and tentative awards also had been given to Portland, Oregon, for 1966 and New York City for 1967. Due to circumstances within the Department of Pennsylvania, the Department of Pennsylvania withdrew its invitation to host the 1965 Convention in Philadelphia and in view of this situation the Convention Commission moved the time table up and awarded the 1965 Convention to the City of Portland. To fill the void created by this change in schedule, the Convention Commission subsequently gave a tentative award for the 1966 Convention to Washington, D. C.

The Convention Commission is constantly updating its "Outline of Requirements" for National Conventions to keep cities that are interested in bidding for a Convention completely informed on the current housing and facility needs for this great annual gathering.

CONVENTION SCHEDULE

1965—Portland, Aug. 20-26.

1966—Washington, D. C., Aug. 26-Sept. 1.

1967—New York City, (Dates Unannounced).

National Contests Supervisory Committee

The American Legion can point with pride to its outstanding record in the realm of Convention pageantry and competitive spirit. We have always proved beyond any doubt that we still retain our leadership in this unique and colorful activity.

Miami Contests

The work of the Contests Supervisory Committee, made up of twenty-one hard working and dedicated Legionnaires, is best known to the Legion and the public for its contests in all phases.

In 1963 in Miami Beach, we had over 2,500 registered contestants and had the Convention been held before school commenced, we could have had double that number.

Our Contests, in spite of weather conditions, were conducted in a most efficient and orderly manner. The Parade of Champions this year was one of the most hotly contested that we have had for a long time.

Uniformed Groups Congress

One of our most important functions each year is the Uniformed Groups Congress. Proof of this fact is that this year we held our Seventh Congress and had over 125 in attendance from all parts of the country.

These Congresses, cooperative in nature, are supported solely through the interest of the conferees, the representatives of The American Legion Uniformed Groups; and, all groups, regardless of size and competitive caliber, are invited to participate.

These discussions not only serve to improve relations between the National Contests Supervisory Committee and the units, from a public relations standpoint, but serve to create a good understanding between The American Legion National Headquarters and the grass roots of this American Legion of ours.

Spring Meetings

Much discussion and action was taken during our spring session, April 28 - 29, in addition to selecting the judging panel for this year's Convention at Dallas, Texas.

We are continuing work on our flag code during the Convention in Dallas in order that we may publish the rules of flag etiquette as they pertain to all of our units. We are very happy to say that all our recommendations as presented to the NEC, were approved and the new rules printed, for this year's contest.

It has been, indeed, a privilege and a pleasure to be associated with such outstanding Legionnaires, and I want each of them to know how much I appreciate the wholehearted cooperation and support they have given to me as their Chairman. A full measure of this appreciation to all who made this year a most eventful year.



TOP: Beauty graces the 1963 National Convention Parade in Miami Beach, Fla., in the person of Miss Universe, 1963. CENTER: Precision police motorcycle team clears the way for marching units along the parade route. BOTTOM: Rained out? No, just delayed. National Adjutant E. A. Blackmore seeks shelter with contest officials as rain delays the annual Parade of Champions in Miami Stadium.

ECONOMIC COMMISSION

John J. Flynn (California), *Chairman*

Clarence W. Bird (District of Columbia), *Director*

The American Legion program under the jurisdiction of the National Economic Commission is focused primarily upon the economic disability suffered by the majority of the veterans who relinquished their normal civilian pursuits to enter military service.

While the program has changed shape and emphasis to meet the changing economic need of the veteran population over the years, our established, traditional goal remains unchanged.

The Economic Commission meets its responsibility to veterans and their dependents through three Committees: Employment, Veterans' Preference and Housing.

Today in the field of employment we have an increasingly complex labor market. Technological and production changes are resulting in lay-offs in certain skilled and semi-skilled categories. In today's labor market experience is often a liability rather than an asset. Many skills acquired through years of employment may no longer be needed in the newly emerging occupations.

We constantly stress the importance of improving skills and increasing technical know-how so that veterans may compete effectively in today's labor market. The Manpower Development and Training Act, supported by The American Legion, represents a major breakthrough on a nation-wide basis in the provisions for gearing manpower retraining to changing labor market conditions and technological advances.

Veterans today are facing the age factor in employment. The Employment Committee continues with enthusiasm the program of awarding citations to employers of the older workers and handicapped which have helped immeasurably in placing these veterans in gainful employment.

In compliance with National Convention Mandates, the Commission supported in the 88th Congress, Department of Labor appropriation requests for the Veterans Employment Service, Employment of the Older Worker and the Bureau of Veterans' Reemployment Rights.

In order to inform and assist Department and Post Employment or Economic Officers in matters pertaining to the economic welfare of veterans, a resolution was approved at the National Executive Committee's Spring Meeting authorizing the Economic Commission to conduct area conferences independently at various regional levels. The Department of Labor and its Employment Service promises full support to any conferences scheduled.

Closely allied with our employment program is the program of obtaining certain preferential consideration for veterans in Federal employment. The American Legion was active and largely instrumental in the enactment of the Veterans' Preference Act of 1944. The Act codified all existing laws, executive orders and regulations giving preference to veterans. While the concept of veterans' preference has changed over the years, the traditional principle has never been abandoned.





Since enactment of the Veterans' Preference Act, the number of veterans in Federal employment has increased from 14 percent in 1944 to 51 percent. This is evidence by which we can measure, to some degree, the success of our veterans' Federal employment program.

Of the benefits afforded veterans, veterans' preference is unquestionably high on the list of those who seek to abolish veterans' benefits. Nevertheless, as of this writing the Economic Commission, through the combined efforts of the Legislative Commission, has been successful in blocking most legislative and administrative attempts to weaken the preference system.

We defeated S. 622, a bill intended to repeal veterans' preference for Alaska Railroad employees.

Progress is being made in our continued fight in opposition to contracting out of government services which in effect circumvents veterans' preference.

The Dual Compensation Bill, as passed the House and now pending in the Senate, is not exactly what our mandate calls for—we will strive for a Senate correction.

Very recently, success was accomplished before the House Foreign Affairs Committee when they denied the Agency for International Development the broad authority sought to "select out" personnel without regard to veterans' preference and Civil Service rights.

On June 22, 1964, The American Legion-sponsored GI Bill of Rights was twenty years old. As a result of the GI loan provisions, 6,463,110 veterans of WW II and Korea have obtained guaranteed or insured loans totaling \$58,376,546,000. The repayment record is outstanding, and one of which we can all be proud.

The loan features of the GI Bill still attract both veteran home buyers and lenders. The VA reports that there are about 4,000,000 Korean veterans and 5,400,000 WW II veterans still eligible for GI loan benefits.

The Commission's continued interest in the economic welfare of the individual veteran and his dependents is evidenced by the staff work load. During the past year we received more than 3,000 pieces of mail relative to individual claims and appeals. All administrative and legislative activities pertaining to the economic welfare of veterans are important and necessary, although the staff's direct service to the individual veteran and his dependents continue to be the prime function of the Economic Commission.

A. Veterans Employment rights and veterans affairs generally can be the subject of this three-way conversation between John W. Macy, Jr., Chairman, U. S. Civil Service Commission (left), John S. Gleason, Jr., Administrator, Veterans Affairs, and National Commander Foley. B. Recognition of companies utilizing the talents of the physically handicapped is important phase of Economics Commission program. Georgia company receives citation. C. National Economics Commission staffers confer with Civil Service Commission official on preservation of Veterans' preference. D. Dr. Louis Levine, Director, United States Employment Service, Division of Labor, addresses session of National Economics Commission during conferences. E. Chairman Flynn and "Judge" Davis huddle. F. Two "Chiefs" confer on Veteran problems.

LEGISLATIVE

Clarence C. Horton (Alabama), *Chairman*

Clarence H. Olson (Montana), *Director*

The National Legislative Commission does not formulate policy. It derives its instructions from the mandates of National Conventions and the National Executive Committee. These mandates (resolutions) prevail throughout a numbered term of Congress, such as the 88th. Thus, every two years The American Legion takes a fresh look at its legislative requirements. It now becomes the task of our 46th Annual National Convention to carefully assess the legislative needs toward advancement of the programs we espouse and to give voice to such needs through proper resolutions.

During the 1964 session of the 88th Congress, the National Legislative Commission had 178 legislative mandates. They concern practically every facet of American Legion activity. These resolutions came to us from the several Commissions of The American Legion as follows: Americanism 24; child welfare 6; economic 24; foreign relations 14; internal affairs 13; legislative 5; national security 36 and rehabilitation 56. There is a wide diversity and great variety of interest and effort required. We cannot "schedule" time and place when this effort can be given or this interest displayed. We must adjust, sometimes quite rapidly, to the convenience of others and to opportuneness.

Many of these resolutions require the introduction and support of certain well identified bills; while others may direct the Commission to oppose legislation already before the Congress. The accomplishment of either objective can be difficult and time-consuming. Bills have been introduced, and hearings requested, to satisfy resolutions seeking new or increased veterans' benefits. Many hearings have been held at which American Legion witnesses have testified in support of our proposals. Some of these are referred to later. In other instances, hearings have not been scheduled, and the legislation lies dormant. We remain constantly alert for changes in this situation.

Obviously, it would be impossible to place maximum effort behind 178 proposals in any one term of Congress. Consequently, it was essential that major effort be directed in behalf of the more important objectives, while remaining alert to possible furtherance of others. Shortly after National Commander Daniel F. Foley took office, he came to Washington and led a delegation to the United States Senate, encouraging the Senate to create the long sought veterans' affairs committee. While more than one-half of the Senators favor such a program, the obstinate opposition of a few have thus far blocked the proposal.

During the Washington Conference in early March, the National Commander appeared before the House Veterans' Affairs Committee and outlined the major legislative objectives of The American Legion for the year 1964. These recommendations included the five-point program as follows:

1. Increase in rates for death compensation to widows and orphans. Res. 285 (H.R. 4405)



Senate Majority Whip Hubert Humphrey lends an ear to fellow Minnesotan Daniel F. Foley, National Commander, during Washington conferences.

2. Elimination of inequities in existing law regarding payments of disability compensation. Res. 157 (H.R. 2582)
3. Reopen National Service Life Insurance. Res. 286 (H.R. 2136)
4. Correct inequities in P.L. 86-211. Seek rate increases in disability and death pensions. Res. 317 (H.R. 1927)
5. Seek funds for VA to properly expand its medical and hospital program to care for the aged and chronically ill, including construction of convalescent cottages on or adjacent to VA hospital grounds. Res. 287 (H.R. 8009)

While point five had previously been translated into H. R. 8009 and passed by the House, the National Commander urged the support of the House Committee on Veterans' Affairs in moving the bill through the Senate.

In view of the fact that the 87th Congress, and the 1st session of the 88th Congress, had liberalized service-connected disability compensation and certain compensation for dependents, it was soon determined that the Congress would not consider further improvements at this time. As a result our major effort in behalf of veterans' legislation was directed toward points three, four and five.

At the same time National Commander Foley agreed that we should include as major legislation the Becker Amendment to amend the United States Constitution to authorize voluntary prayer and Bible reading in public schools.

American Legion witnesses have testified in support of points three, four and five, and of the prayer resolution. The situation on these is:

(a) The Subcommittee on Insurance (House Committee on Veterans' Affairs) has not reported as of this writing. Reopening of NSLI for all World War II and Korean veterans is in doubt. There is a good possibility that insurance privileges will be extended to veterans with service-connected disabilities.

(b) Pension legislation is still under consideration by the House Committee on Veterans' Affairs and we are hopeful that a bill to improve P.L. 86-211 will be reported by the Committee. It may not cover all the needed improvements, but we believe it will contain substantial improvement.

(c) H.R. 8009 is still in the Senate Labor and Public Welfare Committee but it is anticipated that it will be reported out of the Committee and placed on the Senate Calendar.

(d) The prayer hearings have dragged on for some time and the issue is in doubt. The preponderance of our people support the resolution but the organized opposition has worked strenuously to defeat it. Our office has received in excess of a **thousand letters a day** on this subject.

A number of veterans' bills have passed the House and are before committees in the Senate. Some meritorious bills have been approved. One of these is the amendment to the War Orphans Educational Assistance Act which, if signed by the President, will grant educational assistance to children of veterans with total and permanent service-connected disability.

In a National election year much worthwhile legislation has gone "by the board" since one or the other body of Congress has not been successful in carrying out its full program due to pressure on Members of Congress anxious to attend their respective National Conventions, and to return to their respective districts or states for the purpose of seeking re-election. The year 1964 and the 2nd session of the 88th Congress have found this to be particularly true in view of the situation that developed in the Senate, when approximately 85 days were used in deliberating on the civil rights issue.

As this report goes to print, this legislative stalemate has been broken and it is our hope that many of our prime objectives will be acted upon in the near future. At the present time the House of Representatives has sent to the Senate many bills of great concern to American Legion objectives. The House Committee on Veterans' Affairs alone has approved and the House has sent to the Senate 18 specific bills which would accomplish many of the objectives of The American Legion.

The continuing efforts of foes of the Veterans' Preference Act have not abated. This year we have seen efforts by two separate agencies to have provisions of the Veterans' Preference Act overridden as they relate to their operations.

One of the legislative moves was by the Alaska Railroad, a wholly Government owned and operated railroad under the jurisdiction of the Department of the Interior.

A bill, S. 622, was introduced in the Senate which would have repealed the provisions of the Veterans' Preference Act. The bill was making substantial progress until mounting pressure upon Congress in the form of letters from members of the Legion and Auxiliary finally stemmed the tide. It is not contemplated that any further action will be taken in the House of Representatives to have the bill brought to the floor for consideration.

A similar effort was made this year by the Agency for International Development (AID), the Agency which administers our foreign aid program. A strong statement in opposition to this proposal was presented to the House Foreign Affairs Committee by your director and the Committee voted 16 to 6 to remove the objectionable feature from the bill. There are indications that the Administration is seeking to have these provisions reinstated in the Senate and we have voiced our opposition to this move to the Senate Foreign Relations Committee.

Enactment of new laws is not the sole yardstick of our success. Passage of appropriations bills which we support and which insure continued operation of existing programs vital to the welfare of veterans and their dependents and the defeat of legislation which would be detrimental to the veterans' cause are equally important and must be considered in the over-all picture.

The Commission has met once since the last Convention and subcommittees have participated in meetings in connection with the National Executive Committee. Your Commission and staff have had excellent cooperation from the National Commander and other Divisions of our National Headquarters. We are most grateful also to National President Lucile Johnson of the American Legion Auxiliary and to the Chairman of her Legislative Committee, Mrs. A. J. Ryan, Sr. Under their fine leadership, the American Legion Auxiliary has again rendered great service to the program.

Your Chairman desires a final word of appreciation to Director C. H. Olson, Assistant Directors John S. Mears and Robert F. (Sam) Murphy and to the office staff. Their service continues to be exemplary in every respect.



National Commander Foley joins with leaders of other veterans' organizations in preliminary calls upon members of Congress on behalf of veterans legislation.

FOREIGN RELATIONS

Thomas E. Whelan (North Dakota), *Chairman*
William F. Hauck (Indiana), *Director of the Washington*
Office and Staff Liaison

Probably in every age men have said, "We live in perilous times." That our age is fraught with peril must be evident to all who have even a superficial awareness of foreign issues and events.

To those who have a deeper appreciation of the underlying causes of today's international problems, the future appears no less hazardous. Surely, the future of the United States has never before depended so greatly upon our government's present foreign policy.

Concern for the nation's future is basic to The American Legion's continued insistence upon strong and positive foreign policy positions on the part of the government of the United States. This is certainly not the time to relax in our efforts to thwart the communists in their drive toward world domination. If anything, it is more than ever essential that the international posture of the United States be clear, consistent, and convincing. And, it is more than ever necessary that The American Legion and other groups of responsible citizens provide the nation's leaders with the kind of backing and support they must have if America is to remain the free world's champion of democracy and the enslaved world's symbol of hope.

Such backing and support includes the process whereby, through democratic means, patriotic organizations such as ours establish positions on significant issues and developments that affect the nation's foreign relations, and make these positions known to the government officials who are responsible for the formulation and conduct of our foreign policy. These officials both need and want to receive information regularly as to the public's thinking on foreign policy matters because their decisions and actions ultimately must pass the test of public acceptance.

It is important, therefore, that the foreign relations positions of The American Legion reflect accurately the views of our membership. Our ability to influence the foreign policy of the nation depends directly on the soundness of our views and the effectiveness of our presentation of these views to the proper governmental representatives, and to the public generally.

American Legion National Conventions have proven to be excellent forums for the discussion and resolution of foreign policy issues. The foreign relations positions adopted at the 45th National Convention, last year at Miami Beach, have gained for our organization increased respect and recognition, both in government and in private circles.

The past year has been marked by a growing interest in and appreciation of the foreign policy views of The American Legion, particularly as concerns the entire range of East-West, or "cold war" issues. Correspondence and inquiries have been heaviest on the topics of disarmament and the nuclear test-ban treaty, with the deepening Southeast Asian crisis running a close second. Considerable interest also has been shown in the Legion's thinking on how to deal with the Castro regime in Cuba; on the continuing importance of the Monroe Doctrine; on U.S.-

Panamanian relations (especially as concerns our rights in the Panama Canal Zone); on trade with the communist countries; and on the ever-present question of red China's drive to take over Free China's seat in the United Nations.

The positions established on these and other international problems at the last National Convention have been effective guidelines for the work of the standing Foreign Relations Commission and its staff throughout the year. A conscious effort has been made to improve the Commission's informational files and library, and to insure a continuing inflow of current data and materials on all foreign relations topics of interest to the Legion. The degree of our success in this endeavor may be measured by the increasing number of students, teachers, and others who are turning to our facilities for research purposes. In addition, more and more members of Congress are discovering that the Legion can be a positive source of factual information and support on subjects involving foreign relations.

The Foreign Relations Commission has sought also to increase its effectiveness in the dissemination of information about the Legion's program to Departments and interested Legionnaires, both through regular Legion publications and through the recently developed, and annually updated brochure on the Foreign Relations program. This brochure is available in quantity for distribution at Legion "colleges," and is designed to assist Posts to develop their own foreign relations program.

The individual members of the National Foreign Relations Commission have continued their efforts to improve their knowledge and understanding of the international problems of concern to the United States. A number of them and of the Inter-American Committee participated, together with members of the National Security Commission, in the recently concluded American Legion Military and Diplomatic Far East and Global Tour. Seventy-eight Legionnaires, including National Commander Foley, took part in the Far East portion of the tour, ending at Hong Kong, and forty-seven continued on around the world. Participation was at the personal expense of the members.

The tour was for the purpose of visiting military installations, particularly in the Pacific, and diplomatic missions



Commander Foley presents decoration to Col. Enrique Peralta during visit to Guatemala City, Guatemala.

around the globe. Intensive briefings were received by the group from Defense and State Department officials at every stop. The information and impressions gained on this tour by the participating members will doubtless be of



Senator Bourke B. Hickenlooper addresses session of National Foreign Relations commission during Washington conferences.



Minister Counselor C. A. Boonstra receives Commander Foley and party during visit to U. S. Embassy in Mexico City, Mexico.



great assistance and benefit to them, and to the Legion generally, in their continuing efforts to further improve and advance The American Legion's Foreign Relations program.



His Excellency Dr. Guillermo Sevilla-Sacasa speaks to Foreign Relations Commission during Fourth Annual Washington Conference.



Mrs. Antone Dupin, Chairman of American Legion Auxiliary's Foreign Relations Committee, presents the "women's view" to Foreign Relations Commission.



NECman Douglas Kramer, of Idaho, introduces Senator Frank Church (seated left) to National Foreign Relations Commission meeting.



Secretary of State Dean Rusk and Commander Foley meet during State Department reception for Legion leaders as part of Washington conference.



Blue Barber, Commander, Ninth District, Department of Alabama, is congratulated by Commander Foley as one of two top District Commanders in 1964 membership performance.

INTERNAL AFFAIRS

Herbert J. Jacobi (D. C.), *Chairman*

Robert E. Lyngh (Colorado), *Director*

The Internal Affairs Commission supervises the following committees: Constitution and By-Laws, Graves Registration and Memorial, Membership and Post Activities, Pilgrimage, Resolutions Assignment, and Trophies, Awards and Ceremonials.

Three meetings of the Internal Affairs Commission have been held since July 1, 1963. During these meetings the Commission has had for consideration a total of thirty-one resolutions, six of which originated within the Commission and the National Executive Committee. One resolution was referred and eventually rejected, making a total of five resolutions rejected.

One resolution was actually a combination of eight nominations for the International Amity Award. By National Executive Committee action, this was increased so that nine such awards were made during the past year.

The problem that is rapidly developing concerning available space in the National Cemetery System for future veteran burials received considerable attention from the Commission. The Commission was successful in drafting a resolution outlining the policy of The American Legion which was adopted as American Legion policy. Further emphasis was placed on this program by the adoption of a resolution at the April 30-May 1, 1964, National Executive Committee meeting, which approved the National Commander's contacting the President of the United States with the hope of changing the administration's view on cemeteries.

The Commission worked with the Membership and Post Activities Committee, with the chairman sitting in on two days of committee meetings. The Commission further gave support to a membership workshop planned for August, 1964.

The Commission has the continuing task of guiding the work of the Internal Affairs Division of National Headquarters. This division provides the administrative services necessary to the program divisions of Headquarters and is responsible for maintaining a first class National Headquarters building.

Statistics are seldom interesting, but the few that follow indicate to some degree the volume of business which flows through National Headquarters.

Posts Chartered

7/1/63 to 7/1/64

Number of Posts 7/1/63.....	16,491
Cancelled 7/1/63 to 7/1/64.....	129
Chartered same period.....	99
Number of Posts 7/1/64.....	16,461

Mail

7/1/63 to 7/1/64

Incoming letters	3,883,102
Incoming parcels	2,755
Outgoing letters	319,977
Outgoing parcels	54,813

Duplicating

7/1/63 to 7/1/64

Pages mimeographed.....	1,358,149
Pages multigraphed and multilithed.....	5,012,270
Envelopes & labels addressed.....	229,253
Letters transcribed.....	10,176
Addressograph plates cut.....	1,768
Outgoing telegrams.....	741

Supplies

7/1/63 to 7/1/64

Paper Cut and Processed

763 reams or approximately 18,390 pounds

Freight and Express

In	159,188 lbs. (3,625 cartons)
Out	154,864 lbs. (5,025 cartons)



Eugene W. Hiatt, National Membership and Post Activities Chairman, discusses membership promotion poster with National Adjutant E. A. Blackmore.

Membership and Post Activities Committee

Why do more veterans belong to The American Legion than any other comparable organization?

Why don't more veterans belong to The American Legion?

These are the two basic questions which the National Membership and Post Activities Committee must attempt to answer. They represent two sides of the same coin. While there can never be final or absolute answers, approximate answers are possible and are necessary to the future of the organization.

Undoubtedly, it must be true that The American Legion, in all of its variety, has provided a more attractive and acceptable vehicle by which the veterans of World Wars I and II and of the Korean War might express their patriotic, civic and social sentiments than any other comparable organization.

Prior to 1941, when the United States entered World War II, annual membership fluctuated from a low of 609,407 in 1925 to a high of 1,032,989 in 1939. Since World War II, membership has varied from a high of 3,326,556, set in 1946, to 2,602,897 in 1963.

In at least one state, more than 50 percent of the eligible veterans belong to The American Legion. In another state, not more than six or seven percent belong. Within the same state, there can be found the same tremendous spread in the percentage of the potential belonging to the Legion between one community and another, and even within the larger cities between one neighborhood and another.

The National Membership and Post Activities Committee has listed six problem areas which, in the opinion of the Committee, merit serious and immediate attention at all levels of the organization.

First, in the opinion of the Committee, there is an immediate need to charter many new American Legion Posts in urban areas and, especially, in new suburban areas which are not presently being served by an existing Post.

Second, in many Posts there is a need to improve the purely administrative aspects of the membership program. A 1961 survey of 5,000 Legionnaires whose subscriptions to The American Legion Magazine were being expired found that approximately 50 percent of the annual drop-outs resulted from the failure of a Post to solicit renewals, either by mail or in person.

Third, in many individual Posts, there is a need to expand both social activities and service programs. A survey made by an outside agency several years ago found that the expectation of social or recreational benefits is the major reason that the non-member veteran initially joins The American Legion but that the various service programs provide the major reason for the veteran to remain a member after having once joined.

Fourth, good public relations—both internal and external—is essential to over-all and continuing member-



This young man paying his respect to the colors is a part of the growing Sons of The American Legion (SAL) program which has enjoyed another year of steady growth.

ship success. It is recognized that all of the skilled advertising and adept public relations nationally will not in themselves add to Legion membership. They will, however, make it easier for the local membership workers to do their job, and they will contribute to necessary motivation.

Fifth, in an organization which experiences an annual turnover in leadership at all levels, there is a continuing need to train both current and future leaders.

Sixth, since The American Legion is organized to permit great autonomy at both the state and local level, there is a need for extensive effort to coordinate the activities of the National Organization with the several Departments.

During the 1963-64 membership year, there was initiated for the first time in many years a national promotion to stimulate the formation of new American Legion Posts in areas which are not currently being served by a Post. Through natural attrition, The American Legion has sustained between 1958 and the end of 1963 a net loss of 802 Posts, or nearly 70 Posts per year. As a result of the program initiated this year, the net loss in Posts between June 1, 1963, and June 1, 1964, was reduced to 34—one-half of the previous average annual loss. The formation of new Posts must continue to receive increasing attention at all levels of the organization. Definite and discernable progress was made during the past year, and it is anticipated that the momentum of this program will be increased during the coming year.

PUBLIC RELATIONS

C. D. DeLoach (District of Columbia), *Chairman*

James C. Watkins (District of Columbia), *Director*

The 1963-64 American Legion year has been outstanding from a public relations standpoint, and two new projects which received the approval of the National Commander immediately following the National Convention could help to provide a substantially new look to Legion Public Relations.

First is the National Commander's Public Relations Award for the Department producing evidence of an outstanding Public Relations job during the year. While this is the first year for this award, many Departments have submitted scrapbooks for judging by a special committee of the National Public Relations Commission, and it is anticipated that others will follow as new interest is stimulated in this competition.

Second, the Commander's approval of a recommendation that each Department be encouraged to enlist the services of trained public relations personnel is beginning to bear fruit and again, it is expected that this move will be even more productive in the years immediately ahead.

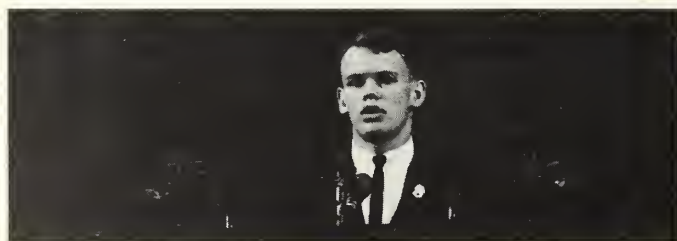
The year was off to a good start with the volume and quality of coverage of the Miami National Convention, and despite a dearth of "name" speakers, a major source of Convention news, there was a goodly number of national news stories generated by the Convention.

The National Commander has received an excellent press throughout the year, and has been accompanied on many of his travels by a representative of the National Public Relations staff.

Our fourth annual Washington Mid-Winter Conference again proved an excellent news source, and in addition to our hometown news desk, which provided photographic and news story service to the delegates, there were some 20 video-taped and recorded interviews arranged by the Public Relations staff for Department officials with their Congressmen.

This was a "first," and it is our hope to be able to provide a similar service in subsequent years and that a larger number of Departments will participate as these recorded shows are distributed by the offices of Congressmen to television and radio stations in the home state. Their usage is unusually high.

National Public Relations again provided on-the-spot support to Regional Child Welfare Conferences and to the



David Marth, (Wisc.) 1964 National Oratorical Champion, addressed the two major political party national conventions during the summer of 1964.

finals of the National Oratorical Contest, all of which provided good American Legion news. Another plus during the current year was the national news generated by the National Commander's joint appeal with the President of the American Legion Auxiliary for funds for the relief of Alaskan earthquake disaster victims.

Our handbook "Help for the Post Public Relations Officer," which has proved popular with Post and Department Public Relations officers, was reprinted during the year, with minor revisions, and is again available in quantity sufficient to meet demand.

A major effort was made to remind the public of the Legion's role in bringing about the passage of the GI Bill of Rights, starting with the Mid-Winter Conference and concluding with the preparation of a suggested talk for Legion speakers during June, the 20th anniversary month of the signing of this historic document.

With the addition of another writer to the National PR staff, we have been able to update and revise a number of speeches that were for some time neglected due to the lack of manpower. Also, we were able to inaugurate a special speech assistance service for National Vice Commanders in addition to the assistance in research and writing provided to the National Commander.

A greater number of media presentations for Fourth Estate Award consideration were received than in any recent year, which is a good indication of the growing esteem in which this award is held by the nation's news media. Much of the Commission's time during meetings prior to the Spring NEC was consumed in the judging of these presentations. The Chicago Tribune and Mississippi Publishers Corporation were selected for 1964 Fourth Estate Awards.

Excellent progress is being made in the writing of the revised and updated version of The American Legion history. As of this writing we have received from the author twelve completed chapters for our review, and have the promise that the completed manuscript will be in our hands prior to Convention time.

A major news coup was scored this spring when the four youthful VIPs of our Americanism programs were brought into Washington for a round of news conferences and interviews, which included attendance at a White House Press Conference and a personal meeting with the President.

The third annual revised Speech Guide for American Legion speakers, a 71-page document containing current Legion program and policy information as provided by the National Commander and Committee and Commission chairmen and directors, was made available.

A new limited circulation publication, the "PR Pickup," was inaugurated and has been well received. It contains helpful hints on how to make good PR out of given situations, and examples of how Departments and Posts have successfully promoted positive Legion programs.

As always, the National Public Relations Division stands ready to assist Department and Post officers, and individual Legionnaires in those areas of endeavor which fall within the province of this division.



Commander Foley is interviewed by Russ Ward of NBC News for "Monitor," a weekend news program heard by millions throughout the nation.



Legion leaders conduct recorded interview with Senator John Sparkman, of Alabama, a new feature added by public relations to the Washington Conference.



Legion's "Top Teens" representing Americanism youth programs, attended Presidential news conference in White House rose garden accompanied by PR staffers.



The Legion's 1964 Journalistic Achievement Award goes to David Lawrence, Editor and Publisher of U. S. News and World Report. Commander Foley makes presentation as PR Commission Chairman C. D. "Deke" DeLoach looks on.



"Capital By-Lines" program emanating from Washington, D. C., features interview with "Top-Teens."



This Week Magazine receives the Legion's 1963 Fourth Estate Award on the platform of the National Convention in Miami Beach.



President Lyndon B. Johnson accepts first poppy in 1964 poppy sale from a disabled veteran and Mrs. Lucile Johnson, National President of the American Legion Auxiliary. Auxiliary finances much of its rehabilitation program from proceeds of poppy sale.

REHABILITATION

Robert M. McCurdy (Calif.), *Chairman*

John J. Corcoran (District of Columbia), *Director*

The National Rehabilitation Program for the 1963-64 year was geared toward accomplishment of legislative objectives which would improve the structure of the veterans' benefits program, and administrative objectives which would improve the practices employed by the Veterans Administration in administering the program.

Regarding legislative objectives, the Rehabilitation Commission, in cooperation with the Legislative Commission, was most active in efforts to gain Congressional approval of Legion-sponsored measures which would liberalize the Veterans Administration disability and death pension program, establish a program of care for aged and aging veterans, and reopen the National Service Life Insurance program.

Testimony was presented to a subcommittee of the House Veterans Affairs Committee, May 20, 1964, urging enactment of H.R. 1927, the Legion-sponsored measure which would liberalize the VA's pension program. In advocating enactment of this bill, our organization is adhering to the principles that entitlement to VA disability pension should be determined by need and reasonable standards of income; that unemployment should be based on disability; and, that World War and Korean War veterans in similar circumstances should receive similar pension benefits. H.R. 1927 is designed to amend the present pension

law (P.L. 86-211) so as to assure our wartime defenders of an income adequate to provide for their reasonable needs.

Our campaign to establish a program of care for aged and aging veterans gained momentum and support during the past year. On August 12, 1963, our late President John F. Kennedy directed a memorandum to the Administrator of Veterans Affairs authorizing him "to activate and operate facilities and beds for 2,000 nursing home patients in addition to the 125,000 hospital beds presently authorized." In addition, the House of Representatives, on September 17, 1963, passed the Legion-supported bill H.R. 8009, which would authorize a seven-point program providing for the care of needy, aged war veterans.

We have been disappointed in the slow progress being made by the VA in implementing the nursing care program, and we have been dismayed over reports which indicate that the Bureau of the Budget opposes activating nursing care beds over and above the authorized 125,000 ceiling. Testifying before the Subcommittee on Hospitals, House Veterans Affairs Committee, April 28, 1964, the Rehabilitation Commission Director stated, "The American Legion will vigorously resist any effort to subvert the intent of the President's August 12, 1963 memorandum."

Meanwhile, we are continuing our efforts to gain Senate approval of H.R. 8009, which, in the words of the Rehabilitation Commission Director, "The American Legion considers . . . the most important substantive legislation (in the field of veterans affairs) since the Congress



Bernie Conner, of Minneapolis, receives from Commander Foley a citation for outstanding service for his work as a Veterans Administration Volunteer Service worker.

included veterans of the Korean War in veterans affairs legislation."

Efforts to have the NSLI program reopened have not been relaxed. Testimony was presented to the Subcommittee on Insurance, House Committee on Veterans Affairs, March 24, 1964, pointing to the fact that the right of World War II veterans to purchase insurance was abruptly terminated April 25, 1961, and that Korean veterans, other than those with service-connected disabilities, had only 120 days after separation in which to apply. It was explained that the Legion is not seeking a new right, but only restoration, for one year, of the opportunity earlier available but abruptly terminated; that insurable veterans would pay the total cost for such protection; and, that commercial insurers cannot offer war veterans comparable insurance at comparable rates, even though some have claimed they can.

Regarding administrative objectives, several recommendations submitted to the Veterans Administration have been adopted, including the issuance of a medical identification card to veterans with certain medical conditions requiring special treatment, and a change in VA regulations authorizing use of life insurance dividends, earned during a policy year, to maintain in force insurance which would otherwise lapse.

We continue to seek withdrawal of VA Circular 16-62-130, which authorized the "criterion" for estimating the ability or inability of certain applicants to defray hospital expenses, as we believe it to be an imperfect gauge and fail to see where it has served any useful purpose.

We also are asking the VA to reexamine its contact service program to determine whether recent reductions were actually necessary.

In the medical program, we have urged VA to establish standards for the care of war veterans when transferred to non-government facilities in connection with the VA's "out-placement" activity.

In addition to the activities enumerated above, administration of the rehabilitation program for the 1963-64 year included support of the VA Voluntary Services program, field service visitation to VA installations, personalized service to individual claimants, and research and special studies into all aspects of the rehabilitation program and many other inter-related activities.

The National Rehabilitation Commission will continue its endeavors to shape a comprehensive and constructive veterans benefits program and assist eligible individuals—war veterans and their dependents—to secure available benefits and services to which they are entitled.



Providing "escort service" is just one of the tasks performed by this Legion volunteer hospital worker.



Legion VAVS worker lends a hand in physical medicine and Rehabilitation treatment of hospitalized veteran.



Past National Commander Lewis K. Gough honors Robert McCurdy for his years of devoted service to the Legion's rehabilitation program.



General Walter Sweeney, Jr., Commanding officer, Tactical Air Command, and General Joe Kelly, Commanding Officer, Military Air Transport Service, both are honored by the Legion during Mid-winter Conference for "outstanding accomplishment" in their respective commands.

NATIONAL SECURITY

William C. Doyle (New Jersey), *Chairman*
James R. Wilson, Jr. (Pennsylvania), *Director*

Since its inception nearly a half century ago, The American Legion has proffered to responsible government officials, to the appropriate Committees of Congress, and to the public at large, its best advice on matters of national defense. It has done so generously and altruistically, always with the welfare of the nation, for which they had fought in war, at heart.

As in any successful organization, dedicated men are the "heart and soul" that make things tick. In National Security, from the Chairman, General William C. Doyle, down to the individual committee member, each does his share to enhance the Legion's image as the leader in formulation of America's defense policies. The work of two chairmen graphically illustrates how the work of all committees is advanced. Yearly, uncompensated representatives of The American Legion take time from their job or profession to advance our beliefs through appearances before defense and congressional committees. As an example of how our representatives give of their time and talent, David Aronberg, Chairman of the National Civil Defense Committee and Mayor of the thriving metropolis of Ashland, Kentucky, presented to a special Senate subcommittee testimony favoring the passage of H.R. 8200.

This legislation, supported by National Convention mandate, would extend fallout shelter protection to more Americans. Later, to Senate and House Committees, Chairman Aronberg pressed for approval of a realistic budget for the Office of Civil Defense, in order that this vital adjunct to our active military defense could continue its orderly growth, thus providing an added measure of protection for our citizenry in the nuclear age.

Other chairmen, such as Granville Ridley, an eminent attorney from Tennessee and civilian aide to the Secretary of the Army for that state, have come to the nation's capital to testify on legislation relating to Legion approved National Security resolutions. Chairman Ridley has spent untold time in quest of laws to provide an orderly flow of manpower to the armed forces and through an improved ROTC bill to vouchsafe that the armed forces would meet their requirement for junior officers.

In terms of actively pursuing the accomplishment of National Convention mandates, the appearance before Congress on the 1965 defense appropriations ranks high. In presenting its views, Legion representatives spoke out forcibly for a supersonic manned bomber to replace the aging B-52s; for development and production of an anti-missile system at the earliest possible time; for the creation of an Indian Ocean Fleet to protect the interests of free nations in this crucial area; for an improved long range manned interceptor; and maintenance of a million-man Army, a 400,000-man National Guard and a 300,000-man Army Reserve.

These principal recommendations and a host of other defense needs undergird, in fact are the very foundation of, the type of security structure called for in the con-

clusion to the 1963 National Convention report which states:

"The American Legion is of the firm mind that long range security of our nation demands the country maintain a military posture which will permit an early shift to the cold war initiative. Policy and strategy must be characterized by action, rather than reaction. We restate our belief that the concept of initiative not only encompasses all elements of modern conflict between East and West in the free world zone, but that it also includes vigorous measures designed to weaken control in areas now communist dominated. Every workable instrument for weakening the power and prestige of the Sino-Soviet Bloc in the diplomatic, economic, psychological and technical arenas must be investigated, prepared, coordinated with other instruments, and exploited.

"Vital to this plan of action is the development of a strategic concept which insures that our military forces, responsive to political control, possess the ability to achieve national objectives at all times and at all levels of conflict. The strategy stemming therefrom will provide a basis for developing U. S. and allied military forces and military alliances sufficient to assure free world military superiority over any opposing military forces. By so doing, this strategy will provide a position of clear and unmistakable military pre-eminence from which to negotiate internationally on methods to preserve peace under conditions compatible with United States objectives."

The American Legion does not confine its activities in behalf of national defense to legislation. For example, forty departments conducted Blood Donor Programs which, although they provide blood for peacetime use, would be a ready resource in time of national emergency.

Still another facet are the hundreds of Legion Posts and Departments which support rescue teams. Thousands of others have trained their members to survive following a nuclear attack.

How well their training serves them was only recently illustrated when the Posts of the Alaska Department put this experience to good use in meeting one of the most destructive national disasters of modern times. As an example to all, the Washington office of The American Legion maintains one of the most modern fallout shelters in the entire nation.

Logically, one might ask, "Are the decisions of The American Legion on national security arrived at hastily, or are they based alone on the judgment of the members of its Committees?" The answer is no, for in addition to visits to military installations and briefings by top civilian and military defense leaders, Legionnaires journey to far corners of the world to gain firsthand knowledge of American defenses. On May 5, for example, seventy-six members of the National Security and Foreign Relations Commissions, headed by National Commander Foley, traveled at their own expense throughout the Far East.

Their itinerary included stops at Hawaii, Japan, Okinawa, Formosa, Philippines and Hong Kong. Nearly two-thirds of this group continued to journey around the world and received "in depth" briefings on State Department responsibilities at Bangkok, New Delhi, Istanbul and Rome. During the 30-day trip, these Legionnaires did not confine themselves to briefings by U. S. officials, but were privileged to meet with such notables as the Defense Minister of Japan and President Macapagal of the Philippines.

Thus does the membership of this largest of all veterans organizations continue in peace what its members, then soldiers, sailors, marines and airmen, fought to safeguard in war—a free America.



Members of Legion's National Security Commission witness demonstration of Tactical Air Command capabilities during visit to Hurlbut Field, Florida.

FINANCE

Harold P. Redden (Massachusetts), *Chairman*

Francis Polen (Indiana), *National Treasurer*

Robert R. Fleming (Indiana), *National Comptroller*

To the 10-member National Finance Commission is given the task of establishing the annual budget. While the National Convention is the governing body and sets the amount of the annual dues, the convention does not have the authority to expand funds or to obligate the National Organization financially. This right has been reserved for the National Executive Committee.

While we cannot report that 1963 was a successful year financially, we were able to reduce our anticipated deficit of over \$206,000 to less than \$57,000, because, while our income was \$430,000 less than estimated, expenses were reduced by \$580,000.

With 1964 being the first year to receive the full effect of the dues increase from \$1.50 to \$2.00, it is expected that the operations of the National Organization will show a surplus of receipts over expenditures of \$350,000, thereby reversing the trend of deficits which have been prevalent since 1955.

The National Finance Commission believes that in a few years our present deficit of \$547,000 can be eliminated and some reserves accumulated for the benefit of future years.

In conclusion, I would like to note that the operations of the National Organization of The American Legion is a \$6.8-million-a-year undertaking. In 1963, 61 percent of this sum was derived from the annual membership dues, 31 percent from emblem sales and advertising in The American Legion Magazine, and the other 8 percent was received from donations and other miscellaneous revenues.

A full financial statement is incorporated in the Treasurer's report.

LIFE INSURANCE PLAN

Judge Levi M. Hall (Minnesota), *Chairman*

The past twelve months have again been a period of remarkable growth. This incredible success is reflected by a 20% increase in the number of Legionnaires served, in the premium deposited, benefits paid out and in the amount of insurance in force.

A dominant feature of THE AMERICAN LEGION LIFE INSURANCE PLAN is in the benefits paid to the loved ones of former insured Legionnaires. In six brief years, 1,762 claims were paid amounting to some one and one half millions of dollars in benefits. During 1964 alone, an average of \$34,500.00 is being paid each month.

These are benefits paid at no cost to the National Organization of The American Legion and at no expense to the membership. It can be safely reported, the Insurance Plan has truly proven itself a self-sustaining program. More important, had there not been an AMERICAN LEGION INSURANCE PLAN, these great sums of money

PAID CLAIMS
1958 - 1963

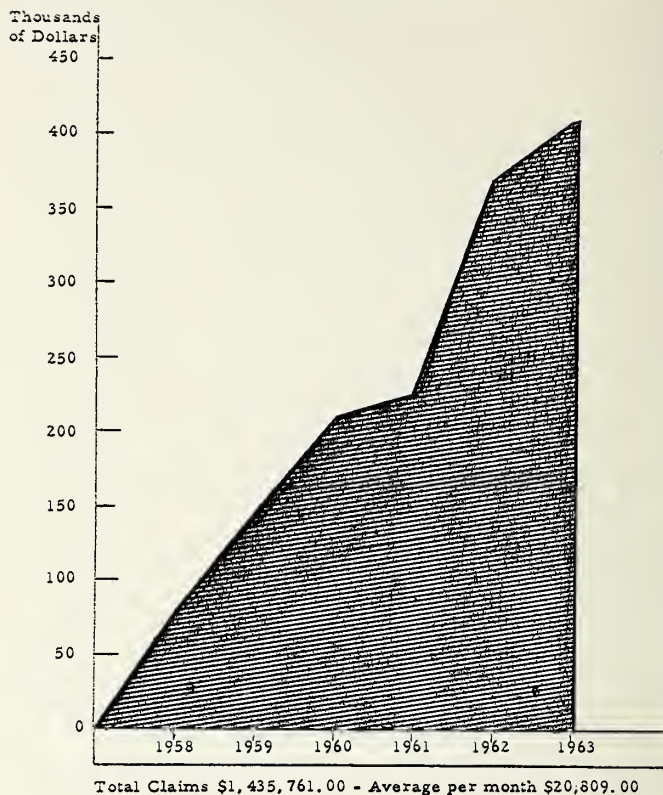


Exhibit A

would never have been paid back and into every community of the United States.

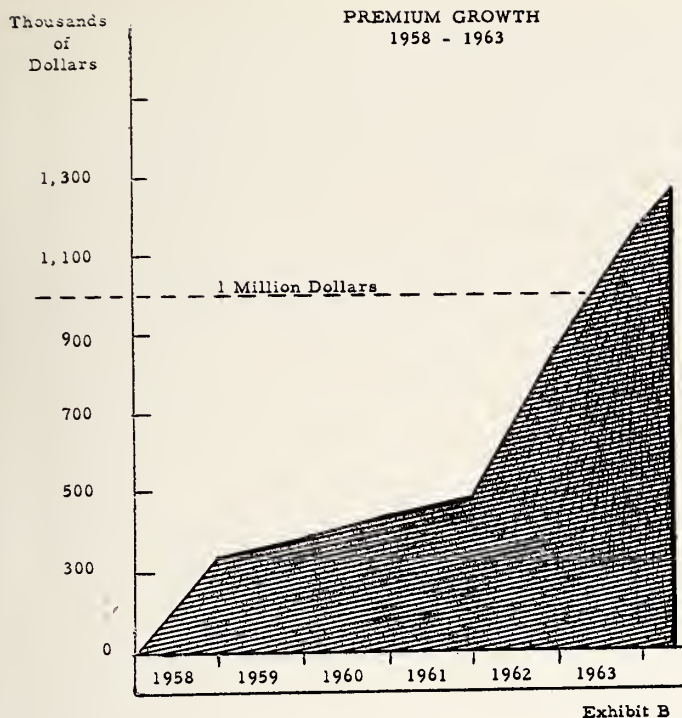
The outstanding growth of the Insurance Plan and its popular appeal among members is evidenced by the fact that during this year alone, an average of 120 Legionnaires applied daily for insurance! By the close of 1964 it is anticipated a minimum of 25,000 more persons will have joined the ranks of insured Legionnaires.

Countless letters and comments received by The American Legion Insurance Department continue to show hundreds of members renewed memberships because of the low cost AMERICAN LEGION LIFE INSURANCE. More encouraging is that by January 1, 1964, 92% of the insured had reported 1964 memberships and renewed insurance for another year!

The growth in premium deposits and the amount of insurance in force is even more remarkable. (See Exhibit B.) During 1963, \$1,104,568.55 was deposited as premium. By May 1, 1964, \$1,265,428.00 had been deposited and had already far exceeded the total deposited during all of 1963!

This astonishing achievement reflects itself even more so in the amount of insurance in force. During the past twelve months the insurance in force rose from \$163,000,000.00 in 1963 to some \$200,000,000.00 in 1964! (Exhibit C covers the insurance in force on December 31st of each year while this report compares 12 months from August 1, of each calendar year.)

It is interesting to note there are hundreds of commercial insurance companies with far less than \$200 million



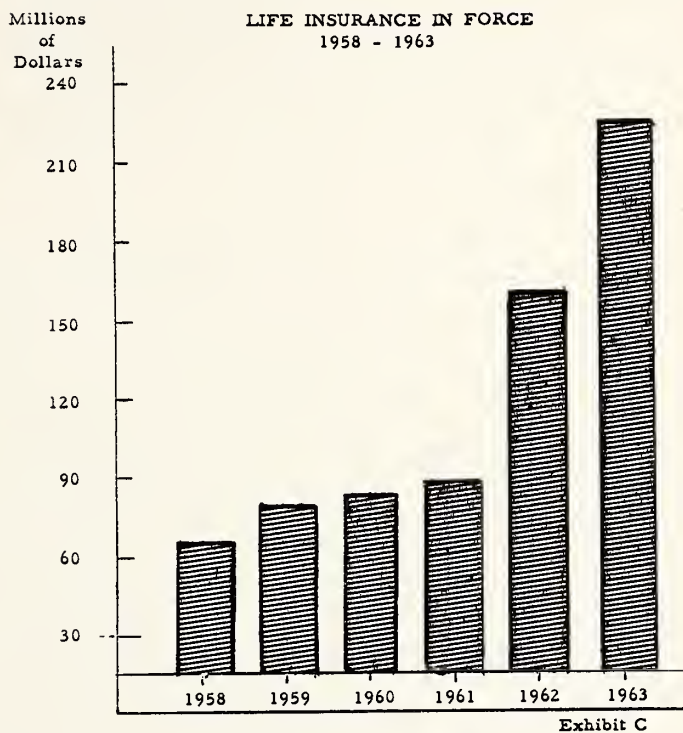
of life insurance in force and many with far less than \$1¼ million annual premium.

After the close of each calendar year and after all claims and administrative expenses have been paid in the Group States, the unused premium is placed in The American Legion Life Insurance Trust. During the past twelve months the Trust, too, increased from some \$450,000.00 to over \$600,000.00.

This Trust holds great promise for the future and is a product of sound administration and a continuing favorable experience. As THE AMERICAN LEGION INSURANCE PLAN matures and grows, it is reasonable to expect the Trust to similarly increase.

The past twelve months indeed have been a period of outstanding, steady growth for THE AMERICAN LEGION LIFE INSURANCE PLAN. Posts are being urged to contact The American Legion, Insurance Department, at P. O. Box 5609, Chicago 80, Illinois, to learn how this remarkable low cost life insurance can provide coverage for members and stabilize and even increase membership.

AMERICAN LEGION LIFE INSURANCE is the only official insurance of The American Legion. The Insurance Department is staffed by a National Headquarters employee and is directly supervised by an American Legion Life Insurance Committee which regularly reports to The American Legion, National Executive Committee and National Convention.



EMBLEM SALES

The American Legion emblem is the exclusive property of the National Headquarters. The sale of the emblem, emblem pins, merchandise carrying the emblem, and other items of organizational equipment is the responsibility of the National Emblem Committee and the National Emblem Sales Office, located at National Headquarters in Indianapolis. The following tables show gross sales, net earnings, etc., for the entire calendar year 1963 and for the first four months of 1964.

Julius Levy (Pennsylvania), *Chairman*
James Whitfield (Missouri), *Director*

January 1 to December 31, 1963 (12 months)

Gross sales	\$1,352,002.67
Cost of goods sold.....	874,061.70
Overhead	319,339.12
Operating profit including discounts taken.....	168,555.18
Less Distribution from Profits	
Commission to Auxiliary.....	20,403.13
Net Profit to National Organization.....	148,152.05

January 1 to April 30, 1964 (4 months)

Gross sales	\$ 500,436.19
Cost of goods sold.....	327,190.98
Overhead	105,791.76
Operating profit including discounts taken.....	71,444.47
Less Distribution from Profits	
Commission to Auxiliary.....	8,729.63
Net Profit to National Organization.....	62,714.84

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K. J. (HUGH) CARPENTER
RALPH W. SNYDER
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JOHN D. HARRINGTON
ADRIAN E. WILHOITE
WALTER B. CHANDLER
JOHN M. RABER
MARSHALL S. ARMSTRONG
PAUL S. STANLEY
GEO. S. OLIVE, JR.
JOHN J. VAN BENTEN
M. PARNELL BAKER
JOHN T. KOKOS
WILLIAM J. CARON
GLENN H. RHOADES
VERLIN H. PETRY
DONALD L. GARDNER
PHILIP L. BLUMENTHAL, JR.
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CERTIFIED PUBLIC ACCOUNTANTS
THE INDIANA BUILDING
120 EAST MARKET STREET
INDIANAPOLIS 4, INDIANA
MELORE 5-8631

EVANSVILLE, INDIANA
JOSEPH A. CAMMACK
A. M. PICUCCI
JOHN H. BUCHANAN
MILTON E. DEVOE, JR.
DON A. OLIVE
ROBERT J. SCHEITLIN

RICHMOND, INDIANA
ROBERT W. WELLER

April 22, 1964

Daniel F. Foley, National Commander,
The American Legion, National Headquarters,
Indianapolis, Indiana.

Dear Sir:

We have examined the condensed statement of financial condition of The American Legion, National Headquarters, as of December 31, 1963, and the related condensed statement of income and unrestricted surplus (deficit) for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying condensed financial statements present fairly the financial position of The American Legion, National Headquarters, at December 31, 1963, and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year, except for the change, of which we approve, in accounting for furniture, fixtures and equipment as described in note 1 to the financial statements.

Yours very truly,

Geo. S. Olive & Co.

Certified Public Accountants

The American Legion National Headquarters

Condensed Statement of Income and Unrestricted Surplus (Deficit), Year Ended December 31, 1963

INCOME:

Dues	\$ 1,417,740.62
Earnings from investments.....	42,289.22
Publications Division:	
Income	\$2,879,820.61
Expense	2,718,279.05
	161,541.56
Emblem Division:	
Income	1,361,956.00
Cost of sales and expense.....	1,212,945.87
	149,010.13
American Legion Junior Baseball operating loss.....	(39,924.20)

\$ 1,730,657.33

EXPENSE:

Administration	760,512.54
Economic	66,198.61
Americanism	138,871.32
Legislative	105,747.14
Public relations	143,255.91
Executive	288,667.63
Security	76,952.77
Finance	92,111.09
National convention	157,341.17
Membership Life Insurance program.....	14,089.92
Education and scholarship.....	26,959.33
	1,870,707.43
Deduct: Allocation to Rehabilitation.....	40,714.13

1,829,993.30

(99,335.97)

44,839.94

Other Income

Excess of Expense over Income.....

(54,496.03)

Unrestricted Surplus (Deficit), January 1, 1962.....

(730,858.03)

(785,354.06)

Additions:

Reinstate furniture, fixtures, and equipment—note 1.....

237,694.81

Unrestricted Surplus (Deficit), December 31, 1963.....

\$ (547,659.25)

See accompanying notes to financial statements.

The American Legion

Condensed Statement of Financial Position

Assets

CURRENT FUNDS:

Cash on deposit and on hand.....	\$ 1,340,183.31
Notes and accounts receivable.....	263,428.77
Inventories—at cost	355,195.19
Prepaid expenses, deferred charges, and sundry.....	76,327.76

Investments:

United States Treasury bills—at cost.....	\$1,670,825.78
United States Treasury bonds and municipal bonds—at amortized cost....	663,515.08
Uninvested cash and purchased interest..	3,765.32
	2,338,106.18
Furniture, fixtures, and equipment—net—note 1.....	230,439.47
Real estate—new building and site, Washington, D. C.—at cost.....	814,228.39

Total current funds.....	\$5,417,909.07
--------------------------	----------------

NONEXPENDABLE TRUST FUNDS:

Cash on deposit (overdraft).....	(14,186.34)
Accounts receivable	18,733.56
Investments—at amortized cost.....	3,680,849.94
	3,685,397.16

\$9,103,306.23

(See accompanying notes to financial statements.)

Indianapolis, Indiana

April 22, 1964

National Headquarters
Condition at December 31, 1963

Liabilities and Funds

CURRENT FUNDS:

Accounts payable and sundry.....	\$ 797,646.51
Employees' withholdings	39,844.77
Accrued taxes	14,368.96
Deferred income (dues and subscriptions paid in advance, etc.).....	3,298,880.02

Fund balances:

Restricted as to use:

Current restricted funds.....	\$ 30,554.39
Rehabilitation fund	578,607.84
Child Welfare fund	110,199.08
Reserve fund	24,185.11
Restricted fund	23,114.96
Convention fund	60,000.00
Real estate fund	814,228.39
	1,640,889.77

Unrestricted surplus (deficit) :

Allocated to accumulated depreciation— new building, Washington, D. C.....	173,938.29
<i>Unallocated (deficit)</i>	(547,659.25)
	(373,720.96)

Total current funds \$5,417,909.07

NONEXPENDABLE TRUST FUNDS:

Overseas Graves Decoration Trust fund balance.....	279,285.99
Employees' Retirement Trust fund balance.....	3,406,111.17

3,685,397.16

\$9,103,306.23

The American Legion National Headquarters

NOTES TO FINANCIAL STATEMENTS AT DECEMBER 31, 1963

NOTE 1—Change in Accounting Policy Relative to Furniture, Fixtures and Equipment:

Pursuant to a resolution passed by the National Convention Finance Committee in September, 1963, the carrying value of furniture, fixtures, and equipment totaling \$237,694.81 was reinstated on the Legion's books by a credit to the unrestricted surplus account. This action, and corresponding entry, reverses the write-off of these assets as of December 31, 1962.

This action further provides that annual depreciation on these assets, computed at acceptable rates based on cost, is to be charged as an operating cost. Accordingly, depreciation totaling \$27,000 has been charged to the Legion's 1963 operating expense.

NOTE 2—Membership Life Insurance Program:

Under the terms of a trust agreement executed by and between The American Legion as Trustor and The First National Bank of Kansas City, Missouri, as Trustee in connection with The American Legion's Life Insurance Plan, there is extant a Trust Fund, legal title to which is vested exclusively in the Trustee. The accumulated earnings from the trust fund and the experience rating refunds and dividends from the insurers (which combined to a total of approximately \$465,000 as of December 31, 1963) may be used, as directed by the Trustor, for any one or more of the following purposes:

- a—to increase the trust fund
- b—to reduce or pay in full premiums thereafter due on the group insurance
- c—to provide additional life insurance benefits for the participants
- d—to make refunds to the participants
- e—to make distributions to The American Legion to be used in the support of its activities and programs serving the interests of the Legion and its members, provided that such distributions are not disapproved in writing by a majority of its insured members.

AMERICAN LEGION ENDOWMENT FUND CORPORATION

Harry W. Colmery (Kansas), *President*

This corporation was incorporated in 1925 under the laws of the State of Delaware to act as trustee under a trust agreement between it and The American Legion. At that time, The American Legion foresaw a need for continuing income to support its war veterans' rehabilitation and child welfare programs. Contributions were solicited on a national basis and the proceeds from this campaign were turned over to the corporation as trustee to be administered for the benefit of those two programs

and the annual net income from the investment of the corporation's principal funds has been paid to The American Legion. Over the years a surplus has been accumulated in the principal funds as compared to the original amount placed in the corporation's keeping.

The financial condition of the corporation is best shown by summarizing as follows from the external audit by George S. Olive & Co. as of December 31, 1963.

	<i>December 31, 1963</i>	<i>December 31, 1962</i>	<i>December 31, 1961</i>	<i>Increase</i>
<i>TOTAL ASSETS:</i>	<u>\$7,234,188.69</u>	<u>\$7,225,049.00</u>	<u>\$7,163,586.29</u>	<u>\$9,139.69</u>
Net interest received	232,067.09	232,929.54	230,159.93	
Expense	<u>7,596.48</u>	<u>7,887.14</u>	<u>7,547.54</u>	
Excess of income over expense.....	<u>224,470.61</u>	<u>225,042.40</u>	<u>222,612.39</u>	
Earnings transferred or due to The American Legion.....	224,584.24	225,042.40	222,612.39	
Yield on average book value of securities (percent).....	3.21	3.26	3.11	

PUBLICATIONS

Dr. Charles R. Logan (Iowa), *Chairman*
James F. O'Neil (New Hampshire), *Publisher*

Now that the full impact of the 1962 decision to increase the annual subscription rate for *The American Legion Magazine* is being realized, the publication approaches the future with greater confidence.

Many of the major problems have been resolved. The printing contract was renewed last year with the Fawcett-Dearing Printing Company of Louisville, Kentucky, where highly satisfactory relationships have been in existence since July, 1948. Favorable agreements also were reached in 1963 with the paper suppliers—St. Regis for body stock, and Crown Zellerbach for the cover.

The magazine is being produced and distributed in a 56-page and cover format, with the introduction of color pages when conditions permit. The objective is to move to a 64-page and cover magazine, but circumstances related to income will dictate the timing of this change.

Currently, the style of the publication and its editorial contents are receiving acclaim from both Legionnaire and non-Legionnaire subscribers. The book is attracting interest at the advertising agency level which it is hoped will be productive of results in additional advertising volume.

There already has been some improvement in the over all advertising picture and, barring unforeseen difficulties, 1964 should be better than 1963.

The membership problem is commanding the attention of all divisions and all leaders of *The American Legion*. Because the "numbers game" is a real factor in the magazine business, the Publications Commission and the staff are maintaining close contact with the developments, lending their best efforts to a coordinated program that should be successful in 1965.

The funds realized from the operation of *The American Legion Magazine*—that is, the difference between the income (advertising and subscription revenues) and the expenditures go to the General Treasury of *The American Legion* to help defray the costs of the expansive network of programs conducted and directed by the National Organization. Last year, \$166,322.78 was added to the returned net gain, bringing the grand total to more than \$11,000,000 since the magazine was established in 1919. There has been only one red ink year, and that in 1927, one year after the publication was converted to a monthly from a weekly. Prior to that time there were four years of losses.

In moving forward, the resolution adopted at the 1926 National Convention in Philadelphia is kept uppermost in the minds of those responsible for the Magazine. It bears repeating and reads as follows:

"Whereas in *The American Legion Monthly* there has been given to the American public a magazine which has been enthusiastically received not only by *The American Legion* but by the general public as well, and

"Whereas this reception has behooved (sic) additional prestige upon our organization,



*National Publications Commission gathers to discuss business affairs of *The American Legion Magazine* with a circulation well in excess of 2½ million monthly.*



The magazine gave Legion readers dramatic coverage of the big Legion news story of the year, relief and rescue efforts following the disastrous Alaskan earthquake. Here citizens of Anchorage line up outside Jack Henry Post No. 1 for typhoid shots.

"Now therefore be it resolved . . . that there be no recession from the high standards thus established, and that it is the sense of this convention that *The American Legion Monthly* shall be built into an institution of public service, not alone for *The American Legion*, but for all America, which shall be one of the enduring monuments of this organization."

Everyone identified with *The American Legion Magazine* sincerely believes that the intent of the resolution is being carried out as it was drafted and passed at Philadelphia as a concept of a publication worthy of *The American Legion* and one of its principal showcases.

The Publications Commission, during the past year, was convened in New York on February 20, 21 and 22 to review many of the items referred to in this statement, and to develop the general policy matters relating to the operations of the magazine.

The plans as outlined by the Publisher, the Editor and the Director of Advertising were endorsed as being consistent with the decisions of the Publications Commission.

Presiding at the meetings was the Chairman, Dr. Charles R. Logan, of Iowa, and those in attendance, in addition to the personnel of the Commission, included the Chairman of the National Executive Committee's Liaison group, E. Meade Wilson, of Florida, and Joseph P. Donovan, of Indiana, Chairman of the Advisory Committee.



\$50,000 SMILES: National Commander Daniel F. Foley and National Auxiliary President Mrs. Luther D. Johnson flashed their best smiles for the camera when Mrs. Johnson appeared before the spring, 1964, meetings of the National Executive Committee to present, on behalf of the National American Legion Auxiliary, checks in the amount of \$50,000 to be used in the National Rehabilitation and Child Welfare programs.

AFFILIATED ORGANIZATIONS

From the areas of child welfare and rehabilitation, where you would expect to find them, to the field of national security and foreign relations, where you wouldn't expect to find them, the ladies of the American Legion Auxiliary, more than 900,000 strong, have bolstered every major action program of The American Legion almost from the founding days of the Legion itself.

The work of The American Legion, although never easy, always has enjoyed a tremendous lift from the loyal and devoted service of members of its affiliated organizations. This year President Johnson (of the American Legion Auxiliary) met President Johnson (of the United States) to present him with the 20,000,000th Poppy made by disabled veterans and sold by members of the Auxiliary to help finance the Auxiliary effort in the field of rehabilitation. This nationally publicized kickoff gave new emphasis to the Memorial Poppy program for 1964.

Financing of the Auxiliary's work in the field of rehabilitation is but a small part of the total project which involves literally millions of volunteer hours of hospital and related work each year on the part of Auxiliary members to make the lot of the disabled veteran more pleasant.

Our devoted Auxiliary, which lends its efforts to each of the major programs of The American Legion, as well as sponsoring programs of its own which compliment those of the Legion, also has a loyal and hard working subsidiary in La Boutique des Huit Chapeaux et Quarante Femmes (Eight and Forty) which makes its major effort in the field of child welfare.

Through sponsorship of nursing scholarships for students specializing in the perplexing diseases of childhood, and financial contributions to The American Legion Child Welfare Foundation, the Eight and Forty continuously provides a most welcome assist to these worthy projects.



**46th National Convention
THE AMERICAN LEGION**

This coupon, together with your American Legion National Convention Registration Badge, will provide free admission to the Observation Deck on top of the Southland Life Tower in Southland Center.

**COURTESY OF
SOUTHLAND LIFE INSURANCE COMPANY
DALLAS**

Observation Deck Hours: 10 a.m.-8 p.m.

Usual Admission—25c

VALID SEPT. 18-25 (NOT TRANSFERABLE)



**46th National Convention
THE AMERICAN LEGION**

This coupon, when presented at the box office of the Palace, Majestic, or Tower Theatres, all on Elm Street, downtown Dallas, will admit you for a discount price of 90c per person.

Regular admission: \$1.25 to \$1.50

(Not good for road shows)

VALID SEPT. 19-26 (NOT TRANSFERABLE)



**46th National Convention
THE AMERICAN LEGION**

HELIX AIR TRANSPORTS INC.

Helicopter Sight Seeing Ride over Downtown Dallas Area.

Time Flights are available: Sept. 18-24, 1964, from 12:00 noon to 6:00 P.M. from Southland Center Observation Deck.

Mr. Max Stone, Pilot.

Regular Fare \$5.00 per person

With Coupon \$5.00 per couple



**46th National Convention
THE AMERICAN LEGION**

AVIS-RENT-A-CAR

This coupon entitles Legionnaires to 10% discount on time and mileage charge. Cars delivered free to all Dallas hotels and motels. Offices at: Commercial and Industrial, RI 7-8677 or Sheraton-Dallas Hotel, RI 7-4943.

VALID SEPT. 18-26, 1964 (NOT TRANSFERABLE)



**46th National Convention
THE AMERICAN LEGION**

ECONO-CAR RENTAL

This coupon entitles Legionnaires to 10% discount on time and mileage charge. Cars delivered free to all Dallas hotels and motels. Offices at: 2206 Live Oak at Pearl, RI 8-5776, and 6502 Lemmon Ave., FL 7-3829; 24 hour phone service FR 1-1044.

VALID SEPT. 18-26, 1964 (NOT TRANSFERABLE)



**46th National Convention
THE AMERICAN LEGION**

CONVENTION BEER PARTY—U.S.A.

Mon., Sept. 21, 1964—8:00 p.m.-12 Midnight
Market Hall on Stemmons Expressway
Chuck Arlington and his Orchestra
plus
The Music Men

HOSTS

ANHEUSER-BUSCH, INC. MILLER BREWING CO.
CARLING BREWING CO. PABST BREWING CO.
FALSTAFF BREWING CORP. PEARL BREWING CO.
THEO. HAMM BREWING CO. JOS. SCHLITZ BREWING CO.

Coordinated by the U. S. Brewers Association

FREE REFRESHMENTS

ADMISSION BY THIS COUPON ONLY



46th National Convention
THE AMERICAN LEGION

HERTZ-RENT-A-CAR

This coupon entitles Legionnaires to 10% discount on time and mileage charge. Cars delivered free to all Dallas hotels and motels. Offices at: 1927 Commerce Street, RI 1-4611 or 411 N. Olive Street, RI 1-4611.

VALID SEPT. 18-26, 1964 (NOT TRANSFERABLE)



46th National Convention
THE AMERICAN LEGION

THE WAX MUSEUM

State Fair Grounds—Dallas

History comes alive in wax. 30 dramatic scenes containing 85 historical wax figures of important statesmen of the southwest and the best known desperados.

Regular Admission	With This Coupon
\$1.00	75c

VALID SEPT. 19-26 (NOT TRANSFERABLE)



46th National Convention
THE AMERICAN LEGION

DALLAS THEATER CENTER

(Frank Lloyd Wright designed theater)

3636 Turtle Creek

"COME BLOW YOUR HORN"

Wildest Comedy Yet—Fun! Fun! Fun!

This Coupon Worth

75c discount per ticket—Tues. thru Thurs.

(regular box office price \$2.75)

50c discount per ticket—Fri. and Sat.

(regular box office price \$3.50)

FOR RESERVATIONS CALL LA 6-8857



46th National Convention
THE AMERICAN LEGION

NATIONAL CAR RENTAL SYSTEM

This coupon entitles Legionnaires to 10% discount on time and mileage charge. Cars delivered free to all Dallas hotels and motels. Offices at: 1326 Commerce Street, RI 2-8484 or Dallas Love Field, FL 7-4639.

VALID SEPT. 18-26, 1964 (NOT TRANSFERABLE)



46th National Convention
THE AMERICAN LEGION

AMERICAN LEGION

SENIOR & JUNIOR

DRUM & BUGLE CORPS

—Final Contest—

P. C. Cobb Stadium

Sunday, Sept. 20—7:30 p.m.

Tickets — \$2.50 and \$1.50

This coupon good for 50c on either admission

This coupon must be exchanged when purchasing tickets at any ticket booth or box office at P. C. Cobb Stadium.



46th National Convention
THE AMERICAN LEGION

I am a member of.....Post, American
Legion, or a member of.....Unit,
American Legion Auxiliary, located in

(City).....(State).....

Please enter my name in the free drawings to be held Sept. 20, 1964, at the National Convention in Dallas, Texas, for the four free Ford Convertibles donated to the American Legion National Convention Corporation of Texas by the Seagram Posts.

Name.....

Home Address.....

City.....State.....

Signature.....Card No.....



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does anything any other whiskey can do. It just does it softer.



86 PROOF • BLENDED WHISKEY
65% GRAIN NEUTRAL SPIRITS
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TIPS ITS
CAP TO THE
AMERICAN
LEGION

